THE CANNING TRADE

THE Journal OF THE Canning AND Allied Industries

ESTABLISHED 1878

FROM 1878—THE CANNED FOODS AUTHORITY—1932

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Let's face the FACTS

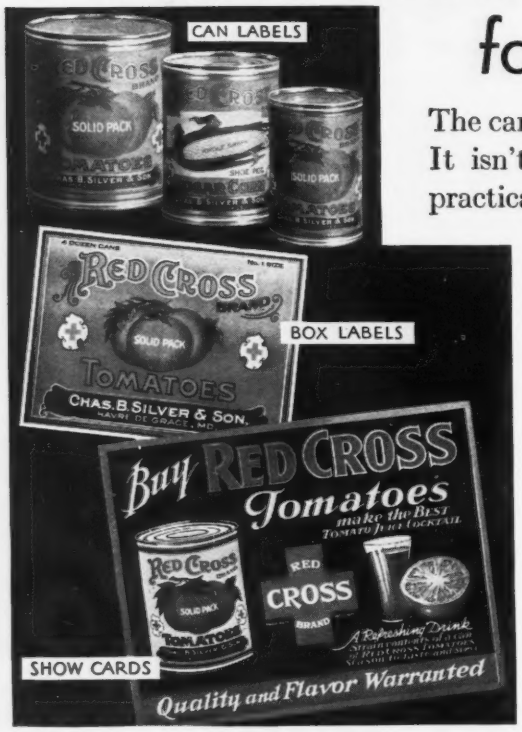
ADVERTISING can make people *want* a product—*but it cannot make them like it after they get it home.* Advertising can send people to the grocery stores—*but, once they are disappointed, it cannot make them buy again.* Advertising can create new customers—*but, only a good product can keep them sold.*

The campaign for canned foods now appearing in newspapers all over the country, gives every promise of creating new business and moving canned foods *now.* But let's face the facts—it will not be the success it can be, unless the advertising is backed up by *quality* all along the line.

It is vital that you impress upon your distributors the need for buying and selling *quality canned foods*—and no other kind. This campaign is an opportunity for building a canned foods business—not for tearing down. This is no time for cleaning out off-grade goods. This is a time for selling only what the advertising is featuring—canned foods of quality—the only kind that repeats.

NATIONAL CANNERS ASSOCIATION, WASHINGTON, D. C.

PRACTICAL ADVERTISING
for the Canner



The canner must step out and do a little hollering these days. It isn't enough to produce the goods—you must furnish practical sales helps for your retailers. You must advertise in a practical way.

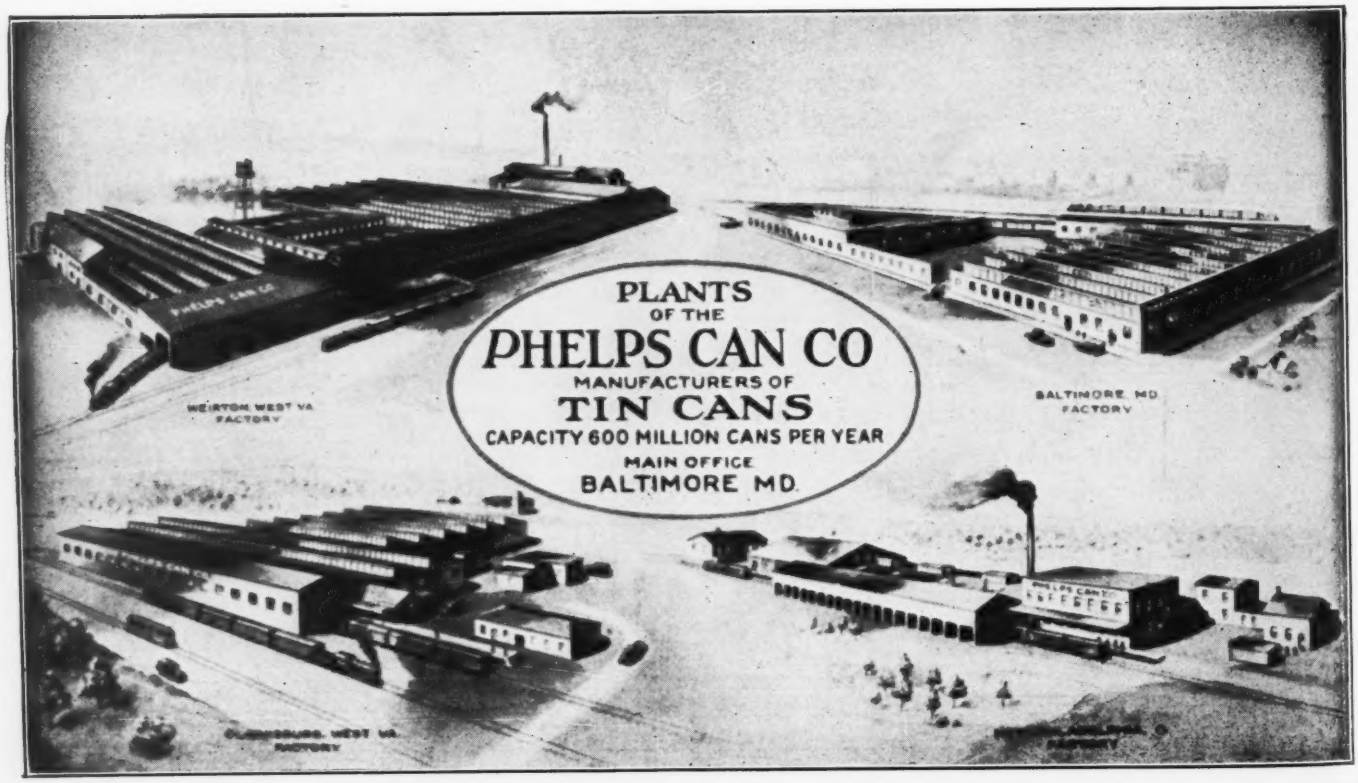
"U S" can make practical—and economical—sales helps for you—can labels that have colorful attention value—box labels that advertise your goods while in transit—show cards that retailers will gladly use because they help sell goods.

Write "U S" for samples today.

"Color Printing Headquarters"

THE UNITED STATES PRINTING & LITHOGRAPH CO.

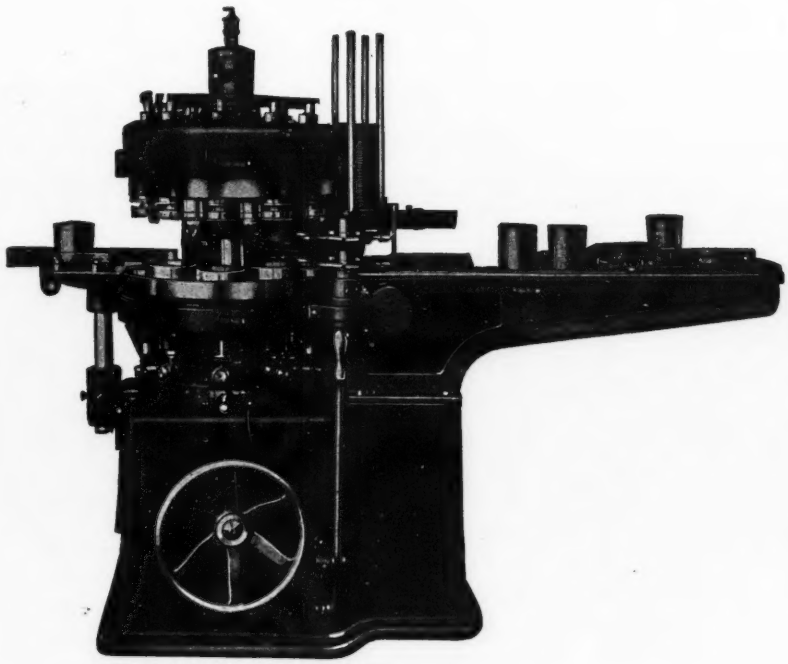
CINCINNATI	BROOKLYN	BALTIMORE
302 Beech St.	202 N. 3rd St.	102 Cross St.



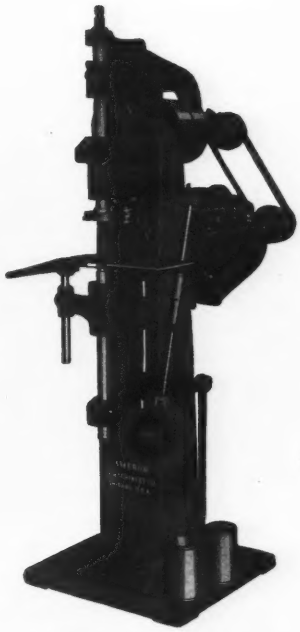
CLOSING MACHINES REGARDLESS OF OUTPUT

WE MAKE EVERY MACHINE FOR CAN-MAKERS REGARDLESS OF THE STYLE OF CAN OR THE NUMBER REQUIRED. SEND US YOUR CAN-MAKING PROBLEMS. WE MAY CUT YOUR COSTS.

NO. 287 DOUBLE-SEAMER



NO. 51 ROTARY DOUBLE-SEAMER



NO. 121 DOUBLE-SEAMER

CAMERON CAN MACHINERY CO.

240 North Ashland Avenue CHICAGO, U. S. A.

A Saving in Cost amounting to $8,836,817.09

has been returned to canners who have been carrying their fire insurance with

Canners Exchange Subscribers

at

Warner Inter-Insurance Bureau

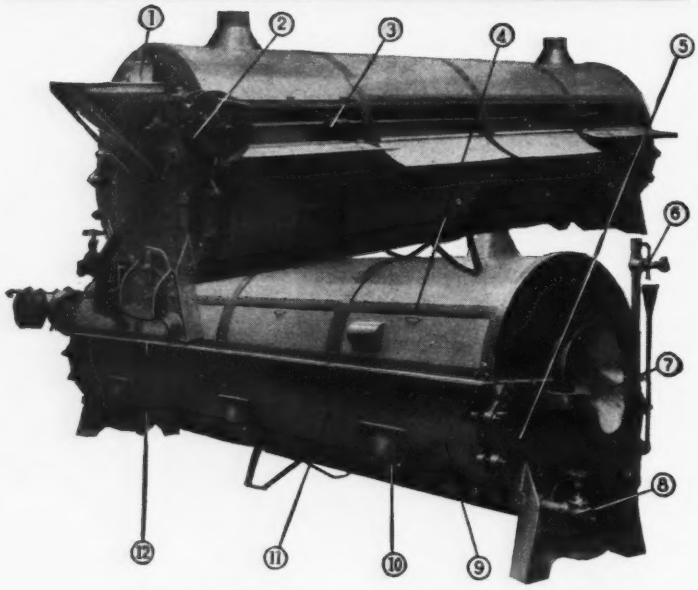
LANSING B. WARNER, Incorporated
540 N. Michigan Ave.,
CHICAGO, ILL.

Let the Hydro Geared Grader take all your troubles off your hands.

The Hydro Geared Grader is fool proof. Just start it in the morning and know that it will grade your peas accurately, with no further attention all day.

We will be glad to tell you of many satisfied users, and you can ask THEM.

The Sinclair-Scott Co.
Wells and Patapsco Sts.
Baltimore, Md.



1. Adjustable Feed Door.
2. Bevel Gear Drive, oil-tight gearcase.
3. Cut steel drive pinions.
4. Sheetmetal doors bound with steel bars.
5. Removable heavy cast iron machined ends.
6. Sight-feed fresh water supply.
7. Extra strong casting supporting discharge chute.
8. Steam openings at each end of Blancher.
9. No. 10 gauge galvanized iron tank.
10. Adjustable idlers supporting drum, removable from outside.
11. Seams lap-welded for strength and easy drainage.
12. Extra heavy angle iron frame.

BRISTLING WITH GOOD POINTS

No ordinary blancher has all these features of the

SPRAGUE-SELLS BLANCHER

Thorough design and superior workmanship have put the Sprague-Sells Blancher far in the lead.

The important Sprague-Sells features mean everything to you—real blanching efficiency — freedom from waste — from tinkering — from trouble.

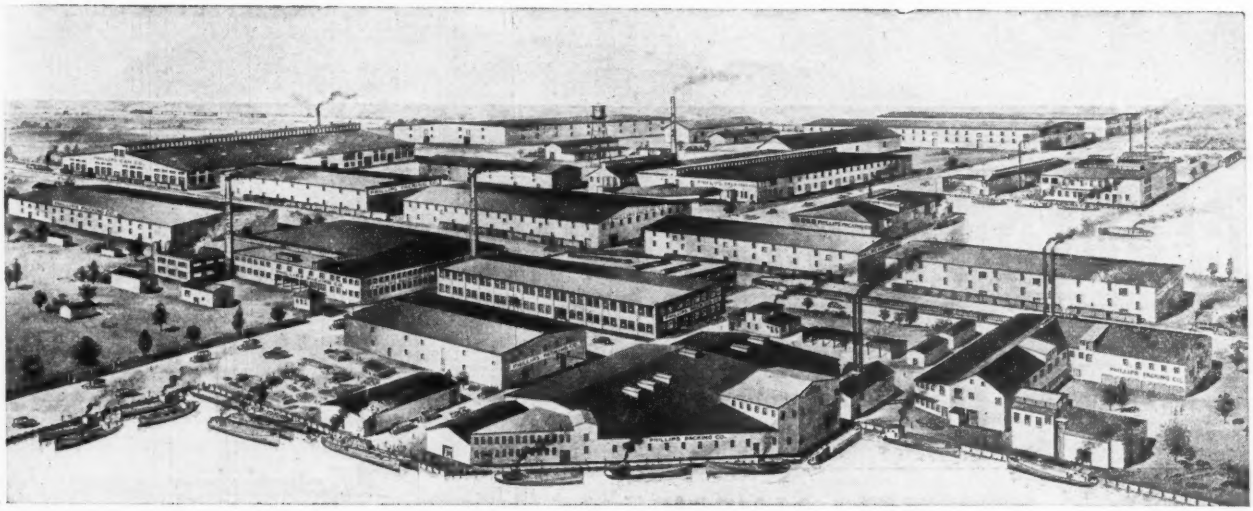
Sprague-Sells Blanchers give the ultimate in service to the user. They will outlast and out-perform any other blancher.

Avoid trouble in the important season just ahead by installing the blancher which merits your full confidence. Write today for quotation.

SPRAGUE-SELLS CORPORATION
Division of Food Machinery Corporation
Hoopeston, Illinois

PHILLIPS CAN COMPANY

Manufacturers of Packers Sanitary Cans



..Division of the..

PHILLIPS PACKING COMPANY, Inc.

Packers of Phillips Delicious Quality Canned Foods

CAMBRIDGE · MARYLAND, U. S. A.

PHILLIPS SALES COMPANY, Inc.

Brokers and Commission

Canned Foods and Canners' Supplies

Located in the heart of Maryland's great packing industry. Brokers and representatives desired in all markets. Packers' accounts solicited.

CAMBRIDGE · MARYLAND, U. S. A.

QUALITY SEED PEAS

Canners' Varieties Exclusively

Quality is to seeds what character is to an individual. Our seed peas possess the dependability that follows careful breeding.

GALLATIN VALLEY SEED COMPANY

BOZEMAN, MONTANA

CANNED FOODS BULLETIN

CANNED FOODS CAMPAIGN STARTS IN NEWSPAPERS IN 69 LEADING CITIES

COMMITTEE ANNOUNCES NEW MERCHANDISING SERVICE

Merchandising Division established to help move goods now

CANNERS, BROKERS AND DISTRIBUTORS URGED TO CORRESPOND

"The National Canners Association campaign is a model for planned cooperation"—says Printer's Ink, the well known advertising publication, in a recent article. Seldom, if ever before, has an association campaign been so well planned and a merchandising program been so complete.

Under the direction of Mr. C. P. Pelham, a Merchandising Division of the Canners Advertising Committee has been established at 49 West 45th Street, New York City. The purpose of this division is to supply retailers, wholesalers, brokers and canners with helpful and profitable merchandising and selling ideas that will move their canned foods.

Plans have been completed for supplying all trade factors with monthly merchandising manuals, showing how to capitalize the four or five current advertisements of each month. These are being sent well in advance, giving plenty of time for each trade factor to put the ideas to work.

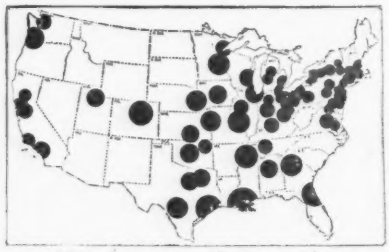
Every canner, broker and distributor is urged to write the Merchandising Division concerning his needs, plans, and—equally important—his results. Cooperation, exchange of ideas, will sell canned foods.

CAMPAIGN REACHES LEADING CANNED FOODS MARKET

Over 60% of canned foods sales made in these 69 trading areas

To the list of 52 cities originally selected to receive the advertising of the National Canners Association, the Canners Advertising Committee has authorized the addition of 17 more—making a total of 69 important markets. With the leading newspapers in these markets, the campaign is being read by over 10,000,000 families every week, or, averaging four to a family, directly or indirectly influencing 40,000,000 people.

In the 69 leading markets are approximately 70% of the nation's retail grocery outlets. Here, conservative estimates show, over 60% of all canned foods are bought and consumed.



Map shows areas where campaign is now appearing

Lists naming all cities in which the campaign is running and newspapers being used have been sent to all canners, brokers, wholesalers, and retail associations and groups in cities where the advertising appears.

Advertising seen by millions every week

EDUCATES AS MUCH AS EVER—SELLS MORE THAN EVER

During the week of February 15th, over 10,000,000 families opened their favorite newspapers and found a page of canned foods advertising. The center half of the page—4 columns wide, depth of page—was the advertising of the National Canners Association, educating women on the quality, safety, economy, healthfulness, convenience and variety of canned foods. The rest of the page was advertising of retailers, wholesalers and canners featuring their stores or brands.

It was the first advertisement of the *new* National Canners Association campaign for 1932—one that may prove to be "the most effective plan ever offered the canning industry and the grocery trade for educating women and moving canned foods."

For twelve consecutive weeks this advertising will continue—a full page advertisement for canned foods, appearing once every week until about the middle of May.

With the National Canners Association taking half the page and selling women the *idea* of canned foods, all tie-in advertising of retailers, wholesalers and canners will benefit greatly. The National Canners Association advertisement makes women *want* canned foods—sends them to the stores to buy.

The campaign offers every trade factor a practical opportunity to tie up directly with the Association's advertising—and sell more canned foods.

THE CANNING TRADE

THE JOURNAL of the CANNING and ALLIED INDUSTRIES

Established 1878

THE CANNING TRADE is the *only* paper published exclusively in the interest of the *Canned Food Packers* of the United States and Canada. Now in its fifty-fourth year.

Entered at the Postoffice, Baltimore, Md., as second-class matter.

TERMS OF SUBSCRIPTION

One Year	$3.00
Canada	$6.50
Foreign	$5.00
Extra Copies, when on hand, each	.10

Advertising Rates Upon Application.

PUBLISHED EVERY MONDAY
BY
THE TRADE COMPANY
ARTHUR I. JUDGE
MANAGER AND EDITOR

107 SOUTH FREDERICK STREET
BALTIMORE, MD.

Telephone Plaza 2698

Make all Drafts or Money Orders payable to THE TRADE COMPANY.

Address all communication to THE CANNING TRADE, BALTIMORE, MD.

Packers are invited and requested to use the columns of THE CANNING TRADE for inquiries and discussions among themselves on all matters pertaining to their business.

Business communications from all sections are desired, but anonymous letters will be ignored.

ARTHUR I. JUDGE, *Editor.*

Vol. 54 BALTIMORE, MARCH 21, 1932 No. 32

EDITORIALS

WE WIN—The industry received, with a lot of pleasure and satisfaction, the announcement that the Ways and Means Committee had consented to exempt canned fruits, vegetables and meats from the imposition of the Manufacturers' Sales Tax of 2¼%. Canned milk was among original exemptions. The news of this relief, in fact we might well call it this new lease on life, for the canning industry, came on Tuesday the 15th, and it spread rapidly. It is to be hoped that this rejoicing is not premature, but it must be remembered that the victory, so far, is only with the Committee, the tax bill yet remains to be adopted. The victory of the canning industry, or canned foods more properly, has been so widely heralded over radio, 'phone and wire, that undoubtedly many other industries will hasten to press their demands, and the Committee may find itself in the tight jam it feared, if it once began to add amendments or exceptions to the list as originally announced. However, the Committee seems to realize that it made a serious oversight when it declared its desire to exempt the staple foods of the people, and then left canned foods out of that list. When it is known that canned foods constitute 25% of the stock and sales of retail grocers, it needs little argument to show that canned foods should have been included in the first exemption. That seemed so self-apparent that is never occurred to us as a needed argument against the imposition of this radical manufacturers' sales tax. To that extent canned foods are in a preferred position when the consideration of other exemptions is brought forward. So it is to be expected that the exemption now gained with the Committee will stand.

Just what this tax would have done to the canners is well demonstrated when it is now admitted that this exemption cuts $11,000,000. from the counted-upon returns from the tax. Could the canners of these staple canned foods have stood such a tax? The question is ridiculous. Staple canned foods are selling at or below cost in every section of the country, and to have put this added burden upon them would have driven most of them, if not all, out of the business. Keep that in mind when you argue that it would have been a hardship upon the lower classes of wage earners, who would, ultimately, have had to bear this burden. These widely depended upon foods would not only have had this 2¼% tax added to the retail prices, plus the inevitable increase that would have accumulated in their handling from manufacturer to wholesaler, to retailer, and which would have brought the increase to the consumer up to 5% to 7% and without any pyramiding, but because of the heavily reduced output of all canned fools, these foods woull have moved into the high-priced list, beyond the slightest doubt. Scarcity would have moved them from the staple class into the luxury class. It would have changed the whole face of the canned foods industry. If the world understands this it will see why there was such a widespread protest against this tax on canned foods.

But even if we have won our victory, so far as this industry is concerned, or at least upon the great bulk of its products, we still remain unalterably opposed to this manufacturers' sales tax. As devastating as you now see it would have been to your business, it is just as much so to every other manufacturing industry, with rare if any exceptions. Such a tax poisons the very fountain-head of all business, will stop progress dead in its tracks and do untold harm, *without producing the revenue sought.* Paste this in your memorandum reference: This manufacturers' sales tax at 2¼% (or any other percentage) will not produce a tenth of what its promoters now seek; and what is more it will cut down heavily upon the tax returns of every other kind upon which the Government now depends; and in two years will have reduced the tax returns to 50% or less of what they are today. Past that prediction up somewhere where you can refer to it a year or two from now.

You might add to the above, that if this manufacturers' sales tax is enacted into law, even with canned foods exempted, the canned foods industry is going to be very adversely affected, hurt badly, as will every other line of industry. That is just stating the above in another way.

All the country has been lulled into the belief that the Government must have more money, but beyond all else that the budget must be balanced. Where did this budget balancing bunk come from? Can any of you older boys who went through previous panics ever recall hearing about balancing the budget and its fatal necessity? If so tell us, won't you? We cannot recall anything of the kind, and we have been through panics which we recall very vividly, since 1893 on.

Sure, we make a budget every month of the bills we are expected to pay, and likewise of the collections we hope to make, to meet those bills. Have done it for years. But when the promised income did not look as if it would meet the bills and leave anything for ourselves, we did not become panicy over trying to balance our budget. We just determined to hold personal expenses down to the minimum, and if that wasn't enough, we had to pick out a bill or two here or there which we thought we could hold over until next month. The one great thing which this budget taught us, never to forget, was that we must have the money first before we spend it. Any man (or Government) that spends his money before he gets it, and then tries to keep up, will invariably find it a losing game. It can't be done. And it is about time that our Government learned that lesson too, and not make appropriations first and then expect to collect or get the money afterward. They have had the cart before the horse too long, and it is about time they changed about. Talk about dealing in futures, the Government does nothing else, and it has been coming a cropper aplenty, lately, through fixed appropriations but sadly disappointing returns in taxes from sources counted upon. Let them get the collections ahead of the spending and they will have no trouble with balancing the budget. Any thrifty housewife will tell them that.

And how we forget! Do you remember that a couple of years ago when the question of granting the soldiers' bonus was under discussion in Congress, that almost everyone, and all our great dailies, predicted that if the Government then took on this added debt of billions that it would break the country? Well it has, hasn't it? And, worst of all, the soldiers, who surely were thoroughly entitled to this little pay, did not get but half the relief. There was a rush to cash these certificates, made to mature in 1945. The banks gave the holder, but only as a loan, 50% of the amount, at 6% interest, with the understanding that if he did not pay the interest it would be deducted from the principle, before payment at final maturity. If the soldier is not lucky enough to have passed to his eternal reward before 1945, he will probably get a bill for additional interest, over and above the 50% he left with the bank, because it will have more than eaten itself up through this interest. Figure it out for yourself, and you will find the bank has a right (God save the mark!) to take all of the remaining 50% (which if $100 will be the full $100), and will have a further bill for $18 interest against the borrower. Just figure 15 years compound interest. The soldiers get half the amount; the Government must pay in full, and the banks will get the other half, as they are sitting pretty with Government bonds.

It is not so much a balanced budget we need, as a divorce from the entangling alliances with the banking system. The man who has to pay interest on every dollar he uses to pay his debts is sunk. You know it. Well, how can the Government do that anymore than you can?

A VERY PLEASANT CORRECTION—Last week, in commenting upon the big advertising campaign, now going on, we remarked that the canners and others were not supporting the move, by taking advertisements alongside the Association's half page, as we thought they would. We had seen our local papers and some others, and that was as it appeared in all we had seen.

It now develops that we were so unfortunate as to have seen only the poorest ones—the ones making the poorest showing.

Mr. C. P. Pelham, Director of the Canners Advertising Committee, assures us that the co-operation in 85% to 90% of the newspapers now on the list is splendid. And he sends a whole sheaf of papers, showing the page, and they are excellently well filled; filled as we felt sure they would be. So we were wrong in supposing the retailers and others were not grasping their opportunities, and we cheerfully make correction.

Mr. Pelham's letter says:

"I have just finished reading your extremely interesting forceful editorial on the National Canners Association campaign and the importance of capitalizing this advertising by canners.

You had something to say and you said it very ably and in your characteristic straight-from-the-shoulder style, and I am sure the Canners Advertising Committee will be very much interested in the way in which you are urging canners to cooperate with the campaign.

May we make one suggestion and correction. A good many people reading the first part of your editorial might get the idea that the campaign was not successful from the standpoint of securing tie-up advertising. In fact you state "but the page itself has not been filled in any of the papers we have seen. A few canners have appeared, one or two small cards of chain stores and no retailers." Evidently you have only seen the Baltimore Sun and possibly one or two other papers which have not made a perfect showing, whereas the great majority of the papers have filled all available space in connection with each N. C. A. ad.

We are sure you would not want to do the success of the campaign any harm by inferring that retailers were not tying in, when actually we are getting almost perfect co-operation in most cities.

So that you will get the positive side of the picture, I am inclosing several tear sheets from other cities which are representative of the way the campaign is going in abount 85 to 90% of the papers. When you see these I am sure you will agree that we are getting a tremendous amount of tie-up advertising, not only from canners, but especially from retailers, including the largest retail organizations in the country.

On behalf of the Canners Advertising Committee may I express their appreciation of the splendid way in which you are supporting the campaign.

Cordially yours,
CANNERS ADVERTISING COMMITTEE,
Charles P. Pelham,
Director, Merchandising Division.

U S E

HAMACHEK IDEAL VINERS

AND VINER FEEDERS

FOR BETTER PACKS OF PEAS AT GREATER PROFITS

FRANK HAMACHEK MACHINE CO.

KEWAUNEE **WISCONSIN**

MANUFACTURERS OF

Ideal Viners, Viner Feeders, Ensilage Distributors and Chain Adjusters

ESTABLISHED 1880 **INCORPORATED 1924**

SHOULD BE

In Every Cannery Office

"A Complete Course in Canning"

As an insurance against loss

Published by
THE CANNING TRADE
Baltimore, Md.

WAREHOUSING

Field and Metropolitan warehousing, the first merging into the latter if desired.

FINANCING

Loans arranged thro' affiliated organization at lowest rates consistant with collateral available.

SERVICE

General information, available thro' wide spread contacts with producers and consumers, a service we offer to clients.

GUARDIAN WAREHOUSING COMPANY
222 West Adams Street
Chicago.

COLONIAL BOY COPYRIGHTED

Seeds! Seeds! Seeds!

If you need seeds of any variety, of any quantity or for any date of shipment don't forget us. Write us when you write others for quotations. Tell us what you want and let us quote you.

There are no better seeds than ours which are Pedigree Seeds and Seeds which Succeed.

Business founded 148 years ago.

D. Landreth Seed Company

BRISTOL, PA.

The One Way Out

By "Observer"

"Observer" who contributes this article, has long been a close student of the canned foods industry; a man who keeps his eyes open, thoroughly familiar with the canned foods industry for more than a quarter of a century; has been, and is, actively engaged in selling canners of all kinds, in many sections of the country, and knows the business.

TO one who has stood on the sidelines in the canning game for a number of years—living through previous depressions and years of over-production—occurs the thought that our present unhappy condition differs in many respects from any we have before experienced, and carries for the canner a lesson of far greater magnitude. Economic conditions are different; our marketing conditions must undergo radical changes. The changed attitude of banking interests—all presenting problems almost staggering in their possibilities and all pressing for immediate solution.

We have entered an era where the insistent demand for cheap food supplies has been brought about by an industrial upheavel which, to the mind of the writer, will be slow to subside.

We will have to adjust ourselves to these new conditions if we are to continue to function as food producers. Competition among growers will keep "fresh" vegetables at a low price to the consumer. Cuban, Florida, Mexico, Texas and California are vieing to capture the food markets of the East and we in turn will have to put our food products to the consumer at a correspondingly low figure. Our growers will have to meet the new conditions by producing canning crops of improved quality at a much lower price level than ever before.

Our own house will have to be put in order, from cellar to garret. "Day" labor will have to be curtailed to the last man or boy by rearranging our layout so as to make our lines more nearly automatic, and "piece" workers will be forced to accept a reduced schedule of rates.

Volume production is not to be thought of as an answer to the demand for low-priced goods, and quality must be improved and maintained if we are to receive that preference from the consumer to which we are justly entitled and which is so vital to the future of the canned foods industry..

Important factors in the successful conduct of our business have been overlooked or not given that intensive thought they should have. We know how to pack goods of quality and must do so from now on, but we have to learn how to reduce costs. When we come to selling our pack the all important question comes to the front—what is the market? Let us first try to find out what is this thing we call the market. It is the price at which our goods may be sold, of course,—but who fixes this price?—how is it arrived at?—and by what combination of circumstances or conditions or evil spirits is it invariably fixed at less than the goods cost to pack?

Inconceivable as it may seem, the buyer, working with and through his broker, names the price at which you may sell and the Modus Oberandi is about as follows: the jobber, the wholesaler, or the chain-store buyers finds himself in need of canned foods, statistics are at hand as to the recent pack, hold over from previous year, and approximate number of cases still in first hands. With this information he determines that, say 60c is about the lowest price a canner will part with No. 2 tomatoes. The next step is to call his broker to shop around and buy his requirements at less than 60c. And now Mr. Broker gets in his fine work in a manner known to every canner. And Mr. Broker, mind you, knows the game too—he knows the financial standing of each individual canner, knows the one in need of cash—knows the canner in dire straits who must have cash. Oh! its an old, old story—if he can buy at less than 60c he is just that much better broker to the man who wants the goods. Oh, yes, the canner pays the brokerage, pays to have his price fixed for him. Canners have been entirely too considerate of the feelings of our friends the broker, and should now realize that this friend can no longer be carried on the payroll. His services to the other fellow have been wonderful—he has saved literally millions of dollars to the buyers of this country, and every cent of it has been taken out of the pockets of the canners, and they are still paying him to do it. What if this broker (when called up by his buyer) would say: "No, I can't buy tomatoes at any such price as 60c—that is less than the goods cost to pack, to say nothing of a profit to the canner. I might, however, get you some at 80c?" Do you know what the buyer would say? he would say well its too damned much money, but go ahead and buy at 80c if that's the best you can do. What happens then? Well, we have an 80c market instead of a 57½c market. That's just what happens.

Canners must get into this selling game themselves, sell your own goods, by personal solicitation, to your nearest retail outlet—and only under your own label. Build up for your brand a year-round demand that will soon result in repeat business if you maintain your quality. The retailer, however, is painfully ignorant of canned foods and here is the opportunity for an enducational campaign which will pay handsome dividends if the work is done by the individual canner on the individual retailer by personal contact.

Ask any proprietor or clerk to tell you the real difference in quality between an article priced at 15c and another selling for two for a quarter, or the 10c

BLISS

HIGH SPEED AUTOMATIC CAN MAKING MACHINERY

Side Seams in a Single Blow
"Bliss" Lock Seamers

These machines in one blow form the hooks and close the side seams on round or tapered cans. Inside or outside seam.

They are built in a number of sizes to take care of every requirement and are a most convenient machine in any can shop. Details on request.

Builders of the 300 a minute line

E. W. BLISS CO. BROOKLYN N. Y., U. S. A.

Sales Offices { Detroit, Cleveland, Chicago, Cincinnati, Philadelphia, New Haven, Rochester

ARTISTIC LABELS

PLAIN,
VARNISHED,
EMBOSSED.

THE
SIMPSON & DOELLER
CO.
BALTIMORE, MD.

General Utility Filler

This machine is a wonder. There are no valves to enter can. Every can is filled full with liquid (any kind that flows) and the cans are tipped to give the "Head Space" or fill desired.

Has a steam Do-Nut coil that heats quickly any liquid. Automatic cut off valves - when exhaust box or Double Seamers stop - flow of liquid stops and steam is cut down just enough to keep liquid hot (up to 212 deg. F.)
Has controlling valve for fill - you can top off, or fill an empty can full.

Fits over any chain, belt, cable or disc conveyor.
Drip pan to catch excess liquid from falling on floor, or you can pump excess liquid back into tank and use for next can.
Float valve in tank assures constant supply.

On order built to handle from No. 10's (or gallons) down.

Will give a good vacuum, if liquid is filled hot.

Dandy for special runs. Nothing to get out of order, - Fool Proof.

Brass Bowl or tank. Float valve, steam coil.
Drip pan and stand extra, have to be made to suit conveyor.
Bronze gear pump extra. Monel Metal or stainless Steel extra.

Just the thing for small canners or for odd sizes and special packs.

E. J. JUDGE

Syrupers, Clutches, Timers,

P. O. Box 238 Alameda, Calif.

article alongside the three for a quarter. Any consumer of canned foods who will buy at three for a quarter will buy just as much at 10c and yet that difference means 20c per dozen. A nice profit in itself for some one. It is our job to educate the retailer by cutting samples in his presence (not in the office of some jobber or broker) and showing him the difference so that he may intelligently pass the knowledge on to his customer. Sell him the idea that he is handling canned foods as an item of profit, and that it will pay him to stock only that quality he knows to be right. The buyer of a poor quality, low-priced article does not often come back for more.

Let our guiding motto for 1932 be to pack only what we honestly believe we can market at a living profit. And get out now on the selling job. Take some of last year's goods as samples and tell the home folks you will be gone two weeks. If you will make six calls a day it will total up seventy-two calls in the two weeks, and if one call in ten amounts to a sale you will have made a wonderful beginning in one of the best paying jobs you ever undertook. You will have made seventy-two new trade acquaintances, done a wonderful amount of advertising for your own brand, and secured seven new customers who will continue to buy your goods. A few more trips and you will have a working idea to guide you in contracting for acreage and the price you can afford to pay.

In this year of our Lord 1932 don't try to put one over on your fellow canner. Dont' increase your tomato acreage (and this goes for peas and corn) because with a normal crop it is the easiest job in the world to over-pack the market and if we do—well it is indeed "going to be just too bad."

Standardization of Tomato Juice

An Address by R. H. Winters, Research Division, American Can Company, Maywood, Illinois, at the meeting of the Tomato and Tomato Products Section of the National Canners Association in Convention at Chicago, Illinois, Tuesday morning, January 26, 1932.

IT is with pleasure that I again address you at this convention on the subject of tomato juice. Last season at this time many people had not experienced this delightful and refreshing product—people were just becoming acquainted with tomato juice. Today almost every individual has had experience with a product labeled as tomato juice. To many it was a product with a new zest. It was not only palatable, but highly pleasing as an appetizer and a beverage. Unfortunately, however, too high a percentage of individuals tried juice which did not make them permanent consumers.

Time will, of course, erase from their minds this condemnation. The extreme popularity of tomato juice will cause them to try another brand. They will become continued users of this brand so long as they find it of uniform quality. This industry has a real need for standardization of quality. Remember, quality has no substitute.

We are not particularly concerned at this time with standardizing consistency, for the consistency of each juice is controlled to suit the taste of the packer and his trade. Slight color variations are inevitable and we need not be greatly concerned over these. The consumer is not so discriminating as to contrast one juice with another for trivial color differences.

Irrespective of all manufacturing claims, color, consistency or whatnot, tomato juice must have the true and pleasing tomato flavor. It is a flavor with a zest and one which leaves with us a desire for more. An initial sale can be made on the strength of vitamin potency, but no one will make tomato juice a part of the daily diet if it has an offensive or medicinal taste.

It is not my intention at this time to be an alarmist, but to present the true situation and to ask you to pause, examine your entire pack, and see if you can explain the flavor and quality differences existing throughout in your own warehouse. Judge for yourself if your entire pack is quality merchandise and as good as the best that can be regularly found on the grocer's shelf. If it is not of uniform dependable quality and does not merit the reputation of an established label there are irregularities of procedure and these should be corrected. To me there is no question as to the zealousness with which the packer will attack his problem of quality standardization. Every phase of this problem has been solved.

At this time I would like to direct your attention to several salient factors on which quality depends. Equipment and mode of procedure can, of course, make or ruin a good juice, but good raw material is essential irrespective of these.

The Raw Material—All other conditions being equal, tomato juice is a direct reflection of the quality of tomatoes used in its preparation. Under-ripe, overmature or blemished stock can be detected by the characteristic flavor imparted. Any tomato, or portion of a tomato which you would be unwilling to eat should not be used for manufacturing juice. No one should continue to labor under the delusion that tomato juice is a by-product of the tomato canning industry. Tomato juice when packed is "The" product. Canned tomatoes, pulp and catsup must be secondary. There is absolutely nothing that I or anyone else can tell you about equipment or method of preparation that will enable you to make a standardized quality pack out of inferior tomatoes.

Method of Preparation—1. Conservation of vitamins in tomato juice is an important consideration as tomato juice has attained much publicity through the present interest in dietetics. Tomato juice may be an excellent source of vitamins A, B and C. The amounts of these which a juice will contain, however, depend largely on the method of preparation. Vitamin A will fluctuate depending on the amount of the red fibrous material incorporated in the juice. A filtered juice has no measurable vitamin A content. Vitamin B is partially and Vitamin C may be entirely destroyed by oxidation in the presence of heat. One tomato juice may be rich in vitamins B and C and in another they may have been almost entirely destroyed.

BALTIMORE CANNED FOODS EXCHANGE
YEAR 1931-1932

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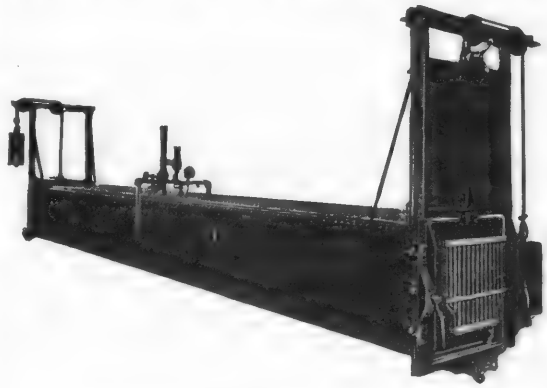
OYSTER STEAM BOX



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Formerly with the Associated Seed Growers

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WE ARE MANUFACTURERS

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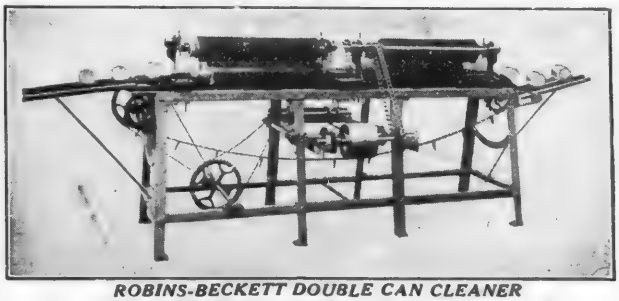
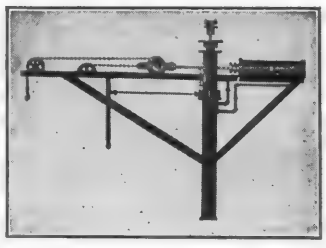


ROBINS-BECKETT DOUBLE CAN CLEANER



ROBINS CIRCLE STEAM HOIST

A. K. ROBINS & CO., Inc., Baltimore, Md.

ROBERT A. SINDALL, *President* Write for catalog HARRY R. STANSBURY, *Vice-President*

I am sure the time is near at hand when claims for the presence of vitamins must be fortified by statements declaring the minimum units present for a given volume. Merely to state that the product contains these vitamins will not be sufficient, for such is unfair and actually misleading. We must have a standard declaration for vitamins. A juice is not a quality product when it has been robbed of these essentials.

To have health it is not necessary that we drink tomato juice. Vitamins A, B and C can easily be obtained from other foods which contain one or more of them in abundance. Here, then, is the need for standardization. Unless the consumer can rely on this source of vitamins, his diet will be adjusted to obtain these essentials from other abundant sources.

2. The method of preparation must provide for rapid handling from the time of extraction to the point of sterilization. This point cannot be over-emphasized.

When the juice is expressed the tomato cells are broken and the juice is admixed with natural ferments and enzymes. These chemical substances together with living micro-organisms act upon the juice and alter its composition. With this action the natural product rapidly undergoes changes which are responsible in many instances for inferior quality. Rapid handling provides for an early destruction of these enzymes, ferments and micro-organisms before they have opportunity for sufficient action to perceptibly influence the product.

Extracted pectinous and natural gum materials essential to non-separating qualities are also destroyed by onzymatic action. Here again we see how the speed of operation affects the resultant product.

Equipment—1. Equipment design must include those features which eliminate incorporation of and contact with air. Conservation of vitamins B and C depends on the equipments of efficiency in excluding air.

2. Recently you have heard many statements concerning metallic contamination. I promise you that as long as much of present equipment is in use you will continue to hear more of the effect of metals on food products. Small amounts of copper and iron contamination in other food products will produce such familiar sights as "corn black," dark pork and beans, mottled kidney beans, etc. Such contamination may also be responsible for poor tomato juice color and bitter astringent flavors. Non-corrosive materials must be used in equipment if dependable quality is to be assured.

3. Purchase and install equipment such as can and will be maintained absolutely clean. A housewife employs spotlessly clean utensils in the preparation of her many tasty and delightfully flavored dishes. She washes, cleans, and actually scours her culinary equipment. Never has she considered ordinary flushing with water as being adequate. The aroma of fried fish is very pleasing and it sharpens our appetites. But who cares for a fishy taste when eating a steak? The pan used for preparing the fish can be strictly sanitary but it is totally unfit for cooking steak until it has received a thorough cleaning. Canning equipment may be used for one or more products. In either case, it must be thoroughly cleansed of all residues from previous operations before it is acceptable for tomato juice manufacture.

Conclusions—In these few minutes I have tried to emphasize the necessity of quality standardization. The factors responsible for quality are the same as they were a year ago and it is only by giving full recognition to them that we can place tomato juice on the high plane which inherently is its own. Let us all cooperate, willingly, without hesitation, to produce the best possible product. Our efforts will not be unrewarded by the consuming public.

DISCUSSION

CHAIRMAN KEMP: Are there any questions that you would like to ask Mr. Winters? We very much appreciate this talk, Mr. Winters. I thank you. It is very timely, indeed.

At this time I would like to ask Dr. Kohman to say a few words to us on the matter of tomato juice.

DR. E. F. KOHMAN (Research Laboratories, National Canners Association, Washington, D. C.): Mr. Chairman, I think that Mr. Winters has really expressed every idea that I could bring to you. Since I have been called upon, I have to say something; so it is up to me to just say it in a little different way.

First of all I want to call to your mind that you producers of tomato juice did not create the demand for tomato juice. The demand for tomato juice was a consumer demand. Edna Ferber, in her dramatic picturization of the settling of Oklahoma in "Cimarron," makes the statement that the Middle West probably would not have been settled, at least not at the time that it was, if it had not been for canned tomatoes.

Dr. Slosson, who organized and for many years until his death conducted Science Service, and who probably has done more to popularize scientific and technical things for the general public than any man that ever lived, in one of his books makes the statement that after a long hike on a summer afternoon there is nothing more refreshing than to chop two holes in the top of a can of tomatoes with a hatchet and drink out of one of them.

In the World War canned tomatoes were a part of the ration for a specific purpose, for a guaranteed supply of one of the vitamins. As a matter of fact, at the same time other vitamins were being supplied also.

Dr. Hess, in the early history of vitamins, made a study of tomato juice and made the most complimentary statement of tomato juice that any man could make and gave it every qualification that it needed for every sort of dietary use.

So the demand for tomato juice was a consumer demand existing before producing of tomato juice came into the picture.

Incidentally, Mr. Winters' paper was entitled "Standardization of Tomato Juice." The public has a certain taste fixed in their minds for tomato juice, but *it is the juice of canned tomatoes*, and that is the standard by which they are going to measure tomato juices.

In the canning of tomatoes they are carefully peeled and trimmed. Do not misunderstand me. I am not saying that tomatoes have to be peeled for tomato juice. but in that trimming and peeling certain things are accomplished. There are various factors that are coming, if standards are ever set for tomato juice, into the making of those standards. Flavor, probably, will not be one of them, because we have no measure of flavor. We could accept your and my tastes and they may differ, so that that standard will have to be left out. However, the public is going to decide for itself on that matter, and that is one of the most important factors in the consumption that is going to determine the consumption of tomato juice.

There are certain principles involved—we do not know what they are as yet, at least I do not; I have an idea and some others have an idea that may be a little different—which cause tomato juice, as it is now made, to have a different flavor from the juice of canned tomatoes. To me it is not as good a flavor, and I believe that I express the opinion of a lot of drinkers of tomato juice. There is a certain aroma in the juice of canned tomatoes that is lost in tomato juice. I do not think that you are to be criticized for that, because this tomato juice is a new item; and you cannot wake up of a morning and say that you are going to make a perfect tomato juice. That is a matter of experience. That is one matter in which some very profound study will have to be made.

If you pulp an apple, as we do for infants, it does not have the same flavor as it does if you take a bite out of that apple. As soon as you destroy or break a vegetable cell there are changes that take place almost in the wink of an eye; it is a matter of seconds almost, and hardly minutes. When we are making tomato juice we are pulping that tomato. That is the thing that really has to be looked into and has to be studied.

One of the things that will come into standards for tomato juice, if standards are eventually set, will be vitamins probably. To my mind, the vitamin question is not as important, by any manner of means, in determining the amount of tomato juice that is going to be consumed as the matter of flavor. We are going to have vitamins in tomato juice. At present, tomato juice

does not have quite the vitamin content that canned tomatoes have, but still tomato juice is a very excellent food from the standpoint of its vitamin content, and I believe that that is not the most serious consideration for you. We know some things about conserving vitamin content of tomato juice, but we do not know it all.

Another thing that is coming into the standards for tomato juice, unquestionably, will have to do with its sanitary production and, at present, with your other tomato products—that is, the mold count. Mold count is a rather abstract thing for most of us. I wonder if we could not get a little more concrete picture of it than we have.

The good that foods do us depends very largely on the pleasure that we have while eating them. I like spaghetti. There is only one way to eat spaghetti and have the most fun doing it, and I take every occasion to teach my boys and daughter to be adept in that way of eating it. I will admit that Mrs. Kohman does not always approve of it. To eat spaghetti right it should be at least twelve inches long, so that when the last end starts up it will slap you in the nose. If you can find any more amusing sport than eating spaghetti in that way, I would like to know it.

If you look at mold under a miscroscope you have a pretty good picture if you think of spaghetti. You have heard of 50 per cent mold count. It does not mean much to you. While sitting here I just made a few calculations. I may not be absolutely accurate in them; so do not take them down and call me down for them later.

If each piece of mold that you counted had the very shortest length that was permissible to count to get that 50 per cent mold count, then you would have 30 inches of moid in a cubic centimeter. A cubic centimeter is about one-fifth of a teaspoon. In other words, there are about 150 inches of mold in a teaspoon, if every piece were the very minimum of what could be called positive. As a matter of fact, whenever you get a 50 per cent mold count you have at least ten times that much mold, and I believe that I am correct in saying that you would have 100 times that much mold in that sample.

Let us not multiply it at all. Let us just regard that minimum figure. To get that positive count, that 30-inch piece of mold would have to be cut into about 30,000 equal lengths and uniformly mixed in that cubic centimeter; or, if you want to take a teaspoonful, it would be five times that.

Mold is merely a measure of rotten tomatoes, and we all admit that there are some limitations in the accuracy of the measure; but there cannot be any mold if there is a perfectly sound tomato. Picture that 30 inches of mold in your teaspoon of tomato juice. Does it give you the same pleasure that that 12-inch piece of spaghetti does? No, and yet those things are going to determine the volume of tomato juice that is consumed.

In my own estimation, I do not believe that mold should ever enter into the standard for tomato juice. We do not have any mold standard for canned tomatoes; why should we have it for tomato juice? That is up to you. You can avoid such a standard by packing the kind of tomato juice that will bring you the biggest amount of business. (Applause.)

Better Profits

A department devoted to the consideration and discussion of sales questions of every kind, and to every phase affecting the sale and distribution of canned foods; therefore, of utmost importance to every canner, because on your sales depends your profits. Improvement in selling methods must result in better profits. Conducted by an Expert of long experience, but whose identity will be kept hidden.

QUESTIONS INVITED, AND YOUR OPINIONS WELCOMED.

AN old timer writes:

"As long as I have been selling canned foods I have never seen a time when so many customers are clamoring for their own private label on everything. I have gone along selling over fifty per cent of my annual average pack under my factory labels but I am about licked now. I'll be glad to have any suggestions as to how I may successfully continue selling under my own labels."

Business conditions such as we face at present have always produced an increased demand for goods under buyers' labels and they probably always will.

Nevertheless, those jobbers who have gone along selling goods under manufacturers' and packers' labels are among those who can be rated as leaders in the merchandising of quality goods at fair prices from the standpoint of retailer and consumer.

Those distributors who have always made a practice of selling their stocks under labels known and asked for by consumers in the territory are increasing their sales steadily in comparison to those who are promoting sales under the label of an independent chain or their own private label.

This statement will not tie up with those made by promoters of private label business but they must admit that retailers joining their controled organizations are much fewer in number than were the customers served before the voluntary chain group was formed.

The most damaging aspect of this private label situation, from the standpoint of the consumer, is that many jobbers are buying goods under a label promoted by a group of independent chain store operators and are learning to their sorrow and suprise they are buying goods from packers and manufacturers whose goods they would not have bought for their former private label or even under the packers label for sale from their stock.

Unfortunately, packer after packer has jumped at the chance to dispose of his pack to distributors who have insisted on the goods being sold for buyers' label.

No doubt as much harm has been done to the sales of canned foods by this practice as by any other single means.

You may feel I am taking an extreme view of the matter, but I can tell you of a single instance where a buyer switched from a good Mid-West pack of extra-standard corn to an ordinary pack of corn, packed in an entirely different section of the country and only packed as good standard corn. The change in packers was made on account of less than three cents per dozen which could never be reflected in the price per can to the ultimate consumer.

I'll let you be the judge as to the opinion formed by consumers after the change was made, as to the uniformity of grade quality of canned corn put out by the distributor in question.

I have seen peas for buyers' labels shipped first from Wisconsin and then from Indiana! All under the same label to the consumer.

Can you blame a housewife who bought a can first from the one shipment and then from the other for feeling the uniformity of canned peas can not be depended on.

I can't!

Years ago a number of interested canners learned by means of an impartial investigation among consumers that the best of canned foods was considered necessary to equal the same thing in "fresh" vegetables.

Not every canner sells his entire output for buyers' labels. When there is any choice to be made in the quality of canned foods to be shipped under his label and for buyers' label, whose label is used on the better lot?

When a buyer is just entering on a program of private label distribution he may be swerved from his determination by arguments such as I have advanced, but I'll say it is much harder to change him after he feels he has spent money and time in building up a consumer demand for goods under his label.

At any stage of the game, I can not see, however, how any jobber can logically expect to get anything but the worst of it from a quality standpoint when he buys canned foods from a packer who is also selling all he can under his own label.

Some canners may be so foolish as to ship the best of their packs under jobbers' private label, and keep the poorer goods for sale under their factory brands, but if this has been done and the canner doing it, is not sitting on top of the world at present, he gets but little sympathy from anyone.

Surely the housewife buying a can of tomatoes under the packers label, knowing his identity, location, etc., can feel much more certain as to the value in the can when she buys canned foods, no matter how prettily the labels on them are decorated, if they bear the legend, "Distributed by."

If our friend finding it hard to sell goods under his own factory name is anxious to build distribution independently of distributor's private labels, he can well afford to consider a newspaper campaign.

Advertising in the newspapers is not as expensive now as it was a few years ago.

Fewer firms are competing for consumers' attention in the advertising pages of the dailies.

As a rule, a canner can advertise adequately in newspapers, can build a consumer demand over a short period of years and do so at a cost of not over 5% of sales.

Canners who might well consider such a plan are, as a rule, not heavily burdened with sales expense, outside of brokerage paid, and can advertise as suggested and still not run sales' costs unduly high when the total benefits derived are considered.

Four thousand lines of newspaper advertising, spread over thirty-two issues of a newspaper, will give the advertiser an eight-inch, single column ad., twice a week for sixteen weeks, or the same size ad. twice a week for two months in the spring and two in the fall.

Such a program followed for three years in the same market will put value into a trademark or brand name that will be tangible in event the worth of the business must be realized upon.

And do not forget that all the money spent in newspaper advertising can not be regarded as an expenditure in excess of what it would have cost to have marketed the goods under the distributors' label.

How many times do you find the distributor asking for and receiving a better than usual price because he is an outlet for goods that must be moved! More times than sellers like to admit!

All right then, be honest with yourself, admit you had rather build your own business slowly than to make possibly only a little if any more and leave your sales at the mercy of all the chislers in the trade.

Use all the arguments at your command when arguing against selling your goods under a distributors' private label, when you have fought a good fight and feel you are licked, then get ready to really fight to establish a consumer demand for your goods.

Use all the black and white newspaper space you can under the direction, and with the advice of a good advertising agent, and you will soon wonder why you did not start doing this years ago.

Here's hoping 1932 will produce many more advertising canners!

TRI-STATE SPRING MEETING

April 14-15, 1932

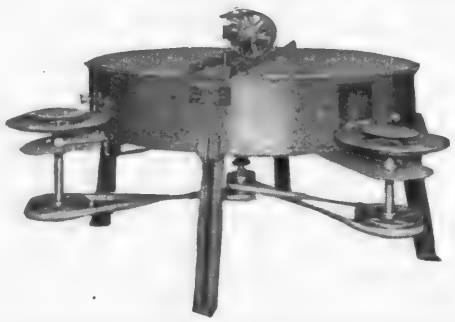
Hotel Lord Baltimore, Baltimore, Md.

THE regular Spring Meeting of the Tri-State Packers Association will be held at Hotel Lord Baltimore, Baltimore City, on April 14th and 15th.

"This promises," says Secretary Frank Shook, "to be one of the best attended meetings that the Association has had because of the many important questions facing the industry."

President Wrightson and Secretary Shook are now busy preparing the program and feel assured of an unusually interesting meeting. While the sessions will be open to the public as usual, it is planned to hold at least two executive sessions! One of pea canners and another of corn canners. As in the past Spring Meeting, cutting and grading of samples will be a feature.

Zastrow Round Disc Exhauster



Better because it embodies features suitable to every CANNER.

Simple, Rigid, Durable, Get-At-Able, gives uninterrupted service.

Cans are transferred on smooth machined discs by friction (No gear teeth disc to tip and jam cans).

Saves steam, Saves space.

ZASTROW MACHINE COMPANY, Inc.

Manufacturers

Foot Thames Street, BALTIMORE, MD.

"THE INDISPENSIBLE BOOK"

THE 1932 ALMANAC

HERE is the only compilation under one cover of this industry's statistics: the acreage, prices per ton, yields, packs, market prices——

Food law regulations: the fill of cans, cut out weights; standards of packings——

And The Mapes amendment standards (as far as issued) the regulations and requirements: including U. S. Grading Standards and the **Score Card System** of Grading for all items. With this you can know just how your pack grades.

The Almanac is more than ever indispensible this year to canners, brokers and buyers. It will serve well all during the year——and **Answer 1001 questions** quickly, and correctly.

Every subscriber to The Canning Trade has been mailed his copy. Extra copies 1.00 each while they last (and we feel that that will not be long)

Send orders promptly to

Compiled and Published by
THE CANNING TRADE
Baltimore, Md.

Wanted and For Sale

This is a page that must be read each week to be appreciated. You are unlikely to be interested every week in what is offered here, but it is possible you will be a dozen times in the year. If you fail to see and accept your opportunity your time is lost, together with money. Rates upon application.

For Sale—Machinery

FOR SALE—7 12' sections conveyor for carrying Peas from lot to viner, complete with No. 77 chain, wood lugs, etc; 20 h. p. motor; steam pump; air compressor; oil cups; grease cups; steam guages; injector; safe.

Oswego Preserving Co., Oswego, N. Y.

Bargains in canning machinery.

A. K. Robins & Company, Inc.
Baltimore, Maryland

For Sale—Seed

FOR SALE—SEED BEANS; Western grown, '31 crop

Burpee's Stringless	@	7½c.
Giant Stringless		7½c.
Full Measure		7½c.
Lowe's Champion		8½c.
Roger's Stringless Refugee		7c.
Refugee Wax		8c.
Pencil Pod Black Wax		7½c.
Round Pod Kidney Wax		8c.
Sure Crop Wax		7½c.
Burpee's New Kidney Wax		8c.
Henderson's Bush Limas		8c.

SEED CORN; Connecticut grown, '31 crop

Golden Bantam	@	7½c.
Whipple's Early		8c.
Early Evergreen		7½c.
Narrow Grain Evergreen		7½c.
Stowell's Evergreen		7c.
Country Gentlemen, originator's stock		7½c.

all per pound, F.O.B. Orange, Connecticut; bags 25¢ each, terms cash.

S. D. Woodruff & Sons, Orange, Conn.

FOR SALE—Certified Tomato Seed. We have a limited stock of Marglobe Seed, certified and saved under supervision of Maryland State Agricultural College. Offered at reasonable price.

E. V. Stockham, Inc., Havre de Grace, Md.

FOR SALE—Several thousand pounds good quality Refugee Green Bean Seed of good germination. Price 8¢ per pound f.o.b. Columbus.

Columbus Foods Corps., Columbus, Wis.

FOR SALE—The genuine Indiana Canners Association Indiana-Baltimore Tomato Seed can be purchased only through the office of the Secretary,

Kenneth N. Rider, Indiana Canners Asso.,
Trafalgar, Ind.

For Sale—Plants

FOR SALE—Tomato Plants, open field grown; Baltimore, Marglobe, Bonnie Best; from certified Seed; $1.00 per thousand. Ruby King and California Wonder Pepper Plant, $2.00 per thousand. Cabbage Plants, Copenhagen, Golden Acre, $1.00 per thousand. Safe arrival guaranteed.

Triangle Plant Co., Pembroke, Ga.

For Sale—Factories

FOR SALE OR LEASE—Canning and Preserving Plant located within 45 miles of Houston, Texas. Equipped for beans, tomatoes, spinach and figs. Other products may be added. A bargain to right party who will operate plant.

Address Box A-1852 care of The Canning Trade.

Wanted—Machinery

WANTED—A Chisholm-Ryder Grader to take out No. 1 sieve and No. 2 sieve stringless beans; 1 Chisholm-Ryder Grader to take out No. 3 sieve stringless beans. Give full information, including rock-bottom price.

Address Box A-1844 care of The Canning Trade.

WANTED—Full Automatic Closing Machine for cannery. Can-stand-still type. Good speed. Capacity up to No. 3 size. Write full details.

Address Box A-1848 care of The Canning Trade.

WANTED—Three Closed Retorts 40-1/8 inches in diameter, 7 ft. 11 inches deep inside measurement. To hold 3 baskets each. Also 15 baskets for same.

Edgar F. Hurff, Swedesboro, N. J.

Help Wanted

WANTED—Traveling Salesman familiar with the canned foods business or allied industries.

Address Box B-1851 care of The Canning Trade.

Situations Wanted

POSITION WANTED—As Manager or Superintendant by packer of general line of vegetables; peas, corn, tomatoes, kraut, and other lines. Wide experience in all phases of management, production and mechanics. Can give best of references.

Address Box B-1837 care of The Cannieg Trade.

POSITION WANTED—By man with 15 years experience in the pickle business. Have worked over a big portion of the United States but prefer the Pacific Coast States. Am capable of taking charge and managing the mannfacturing part, or will work under the Manager.

Address Box B-1845 care of The Canning Trade.

POSITION WANTED—As Superintendent by married man, age 42. Have been in the game 20 years; quality packer of fruits and vegetables. Machinist by trade; American Machine Operator. Also have sales ability. Best of references; will go anywhere.

Address Box B-1846 care of The Canning Trade.

POSITION WANTED—As Sales Manager or Assistant. At present employed; 20 years experience at manufacturing and selling canned foods. Perfer position where can become financially interested after proving ability.

Address Box B-1847 care of The Canning Trade.

POSITION WANTED—As Sales Manager or Salesman. Young man, age 29, experienced in the sale of canned foods, acquainted with buyers and brokers in the East. Open for connection with packer who has five or more items, and means to stay in business. Capable of handling entire sales and broker correspondence.

Address Box B-1850 care of The Canning Trade.

POSITION WANTED—By German, young man. High class expert in making jams, Preserves, Jellies, Pulps and Syurps. 11 years experience.

Address Box B-1841 care of The Canning Trade.

POSITION WANTED—As Superintendent in a canning factory. Have had several years experience packing all kinds of fruits and vegetables, Can repair old plant or build new factory. Have good references.

Address Box B-1849 care of The Canning Trade.

POSITION WANTED—By Sanitary Can maker. Have had 25 years of practical experience in can business; have installed a number of can making lines. Can make good cans at the lowest cost. Have been factory manager of one plant 17 years. Can business is one of the moststaple of American industries; it pays to make your own. Will gladly give more information if desired.

Address 2661 Hope St., Huntington Park, Calif.

POSITION WANTED—By progressive Superintendent. Efficient producer of quality packs, with valuable experience gained during past 15 years packing a complete line of vegetables. Excellent references. Seasonal or yearly.

Address Box B-1853 care of The Canning Trade.

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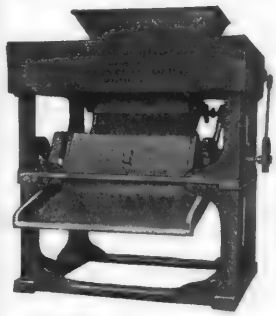
CANNING MACHINERY
A Single Unit or A Complete Canning Plant
BERLIN CHAPMAN CO., BERLIN, WIS.

Are You Trying To Cut



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Find out TODAY about the new TOWNSEND

The ACE of Bean Cutters is the right answer to your cutting problems.

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Rome, N Y.

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One of the best Canning and Storage Plants' located in the Garden Spot of New York State where Fruits and Canning Crops are raised extensively. Shipping facilities and the help situation of the best. Further information write to

Box A-1842 care of The Canning Trade.

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WHOLESALE CATALOGUE ON REQUEST

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FOR BETTER PACKS

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CANNERS' SEEDS

CATERING TO THE BEST IN THE INDUSTRY

PEAS, BEANS, SWEET CORN
TOMATO, PUMPKIN, SQUASH
CUCUMBER, CABBAGE, SPINACH
PERFECTED DETROIT BEET

For Prompt Shipment or Future Contract

The Best Stock of Detroit Beet in America

JEROME B. RICE SEED CO.
Cambridge, N. Y.

WHEN the cannery is ready to pack, the cans must be there—no matter the hour—no matter the day. When an order for Heekin Cans is received it is checked for delivery date first of all. Everyone knows that Heekin Cans are good—and the prompt delivery, without delay or disappointment is an accepted fact among canners who buy from Heekin. There's more than just quality about Heekin cans. There's close, intimate, personal service—and extra action when it's needed. Let us prove it to you.

HEEKIN CANS

You'll find them everywhere..

HEEKIN CANS

The Heekin Can Co., Cincinnati, O.

THE CANNING TRADE
THE Journal OF THE Canning AND Allied Industries
ESTABLISHED 1878

THE MARKETS

BALTIMORE, MARCH 21, 1932

WEEKLY REVIEW

Happenings That Will Help—Southern Fresh Vegetable Crop Hurt by Cold—Winter-Packed Tomatoes No Influence in Market—The Possibility of Better Prices Later On.

HELPS—The event of the week, of course, has been the huge saving to all canners in the exemption of canned foods from the sales tax, amounting, as now comes to light, to $11,000,000 annually. That would have been a crushing load, and an absoluetly unfair, unjust load, since it would have come not from profits on such sales, but from losses. Taxes are supposed to be drawn against profits, but at the present selling rate on canned foods this tax would have been just that much more of a loss. The industry would consider itself very fortunate in securing this relief if it understood present conditions in Washington. The March 15th returns from income taxes, showing lessened returns by from 45% to 50% from what they confidently counted upon, has been the last needed blow to make them fully realize that business, and individuals, are hard hit—flat. Congress sees the handwriting on the wall: that it must reduce Government expenses by 60% to 65% of what they were last year; that instead of added taxes of any kind whatsoever, *taxes must be reduced.* But in face of this new plainly seen condition, they are making new appropriations, insisting upon carrying through plans of public improvements, road building, etc., under the guise of relieving unemployment, but in fact to afford the rich gravy that always trickles through to their constitutents where these public improvements are made. "Disband bureaus and discharge hordes of Government employees; cut the "pork barrel" down in a Presidential election year, well we guess not." The word is that they will pass more appropriations, float more bonds, put the taxes on heavier, and make the people like it! To have gotten this relief through that situation, or air, is—something to be thankful for. Jobbers, distributors and retailers are all rejoicing with the canners in their escape.

A second interesting happening of the week, is more in line with this Review, as it deals with the damage done by the recent flare-back of winter. The United States Daily of March 17th says:

WIDESPREAD DAMAGE TO CROPS AND EARLY FRUIT CAUSED BY COLD

The coldest March week on record over nearly all of the southern half of the country and the interior States has just ended, and the first opportunity for a general survey shows wide-spread ruin of the early fruit crop, gardens, tender vegetables and truck, early oats, and such corn and cotton as had been planted, according to an oral statement March 16 by J. B. Kincer, chief of the division of agricultural meteorology of the United States Weather Bureau.

Over the whole southern half of the United States, Mr. Kincer said, the average temperatures for the last week were from 10 to 15 degrees lower than the average coldest week of midwinter of past years. The following additional information was provided:

The Nation's supply of the tenderer vegetables has been stopped at the source for probably four to six weeks. Hardier vegetables such as cabbage, turnips, celery and lettuce still can be provided by producers, however.

The early tree fruit crop in the South was definitely killed and the trees will not produce this year, except in some limited areas where the buds for some unknown reason had not advanced as much as elsewhere.

A general rise in temperatures is predicted for the immediate future, and Florida growers already are replanting where vegetables were killed. Some of the damaged corn may grow up again, but most of it and all of the cotton in the affected regions will have to be replanted. Only small amounts of cotton and corn had been planted, however.

Low records for temperature were broken at Hatteras, N. C.; Thomasville, Ga.; Pensacola, Fla.; Mobile and Montgomery, Ala.; New Orleans and Shreveport, La., and Vicksburg, Miss. Previous low records were equaled at Raleigh and Wilmington, N. C.; Columbia, S. C.; Savannah, Ga.; Memphis, Tenn., and Little Rock, Ark.

This ought to help canned foods since it will make fresh vegetables scarcer and higher, but we cannot become very enthusiastic over this. For a couple of years or so during the money-drunk these fresh vegetables gave canned foods a run for their money, but not now. We have seen nice looking fresh peas, grown in Mexico, offered on the stalls of green grocers, at 35c per ¼ pk. That was before the freeze-up. But they were

not selling, and they cannot be sold, under present conditions, when a can of fine peas can be bought for 12c to 15c. The people have learned, and are learning.

A report of what the freeze did the canning crop of tomatoes in Florida would be in line, but not of great importance, except to those canners, as the pack there was not expected to run large this season, not over 150,000 cases, and in all probability very much less than that. With the added freight rates to New York, for instance, that keeps these winter packed tomatoes in line with old goods.

THE MARKET—So far as price changes go in the canned foods market they seem to be confined, this week, to fruits. And they are mainly in an upward direction.

Demand is reported as continuing as active as usual and that prices on staple vegetables are holding well. On this account it is said the market is in improved shape, because there are fewer forced sales or offers of goods at any price. They are taking tomatoes steadily at the prices, but any attempt to advance prices, as they would seem to warrant due to the growing scarcity of stocks, is met with opposition.

There are those who believe that it will pay to hold for later sale and better prices. One of these sets, at least, bases its theory on the political situation. They contend that in order to return themselves to power the Republicans will turn heaven and earth upside down, if necessary, to make the business situation steadily improve, from now until after election. They contend that to go into the election with business depressed as it is now, or worse, would make certain a change in party occupancy. If they are right, then they ought to figure that the Democrats will do everything in their power to keep things as they are or make them worse. We have never been able to "see" politics as an influence upon business, at least to the extent politicians would like to have us believe. So far as a market influence may be concerned we have small respect for politics. But we have a strong belief that peoples of all shades of color get hungry three times a day; still have enough money to buy canned foods, and that they are buying more and more of them every day—steadily increasing in this demand; and that supplies of canned foods have dwindled down to such low levels, that sooner or later the barrier against price advances, set up by the wholesalers, will be broken down, and better prices will result. For the people will pay a cent or two a can more without a murmur of complaint, and that cent or two will mean 24c to 48c per case difference in price, and that means some profit for the canner. The stoppage is at the wholesaler—whether he be old line jobber or chain store buyer—so that the task the canner now has is to get around that barrier. A lot of canners are getting around it by going direct to the retailer—cultivating a circle of retailers and keeping them supplied, and are getting much better prices, especially where the quality is right. The jobber can have nobody to blame for this but himself. Everybody conversant with the situation knows that canned foods are worth more than they are bringing, and that the people will pay the small per-can advance, if necessary. Why should the jobbers, then, use this blocking tactic? The answer is that the canners will not protect themselves, because most of them are helpless when it comes to marketing their goods. This is another thing that the present business upheavel will straighten out.

NEW YORK MARKET

By "NEW YORK STATER."
Special Correspondent of "The Canning Trade."

Satisfaction Over the Exemption of Canned Foods—Expecting Lower Asparagus Prices—Tomatoes Holding—California Peaches Strongly Held—Pineapple Demand Continues—Salmon Prices Stabilized—Corn Better.

New York, March 17, 1932.

SATISFACTION—The removal of canned foods from the list of products liable to the 2¼ per cent manufacturers' sales tax proposed by the Government to aid in balancing the budget was hailed with satisfaction in trade circles here.

The inclusion of canned food items under the taxable products aroused a storm of indignation among the entire food trade, which was speedily communicated to legislators at Washington by means of various trade bodies.

The National Canners' Association made known its protest against a tax of this nature as did many state associations. It was pointed out that inasmuch as many canners operate on a profit of 3 per cent, or less, such a tax would consume their entire profit margin and leave them with no results from their work.

Asparagus—Hudson Street is waiting for the new opening prices from the Coast with no authoritive information on the subject available, except the conceded fact that prices will be lower than last year's.

Some offerings of stocks from second-hands in recent weeks at reduced prices after asparagus had held firm throughout all market weakness during the past year seem to indicate that the new prices will be low enough to warrant concessions on remaining stocks in order to clear the warehouses.

Rumors as to concessions offered from the opening prices for orders booked now are heard in the trade and it is said that one or two Coast packers are taking business on this basis. How much, if any, buying is being done cannot be learned, however.

Tomatoes—The market position of the tri-state pack was materially strengthened during the past week with the release of statistics showing that Indiana stocks in the hands of packers had shrunk to 22 per cent of the total pack on March 1, against 32 per cent on February 1. No price changes were registered in southern tomatoes, but the undertone of the market was firmer.

Slowly improving sentiment will be reflected by gradually higher prices for southern tomatoes as stocks continue to dwindle, it is held.

Fruits—Action of the California Packing Corp. in maintaining its price list with but minor changes has greatly strengthened the position of the peach control sales group. Depleted stocks of the independents not belonging to the group, accounted for by large-scale buying from foreign sources also aided in improving the market.

Second-hands here are practically clean of peach stocks and buyers must go to the co-operative group if they are to fill their requirements, although there still remain minor stocks held by independents which must be cleared out of the market.

Pineapple—Trading continues with little change despite the increase in prices posted last week. The free-deal arrangement has stimulated movements of

the No. 10s into hands of consumers using this grade and shipments are moving along in a fair way. As an advertising medium, the arrangement seems to work very well, and the provision of leaving the prices open for an immediate withdrawal or revision, protects the packers.

Salmon—Prices seem to be stabilized with all factors now quoting pinks at $1, Coast. Holdings of this item in second-hands in the local market seem to be very small and buyers must enter the open market to secure stocks shortly. Other grades are holding well, with the price list showing little changes of any importance.

The Sales Corp. notified its local representatives that it would accept orders only through them, announcing that "by this we mean that we will not accept any orders tendered us for shipment thorugh others in your territory, and you can thereby, with our authority, advise your trade that it will be impossible for them to get our salmon through anyone other than yourself, so long as you are our broker."

Another important step taken by the salmon group was the decision to allow no brokerage to buying groups of any kind, "We believe the time has come," the co-operative group declared, "for us to take a firm position that brokerage is only to those who perform a service as brokers, and we are brave enough to stand up for our rights."

Corn—Has firmed up with prices slightly stronger. Removal of distress offerings on the market from Western packers through purchases laid to chain store interests has aided the tone of the market. Maine corn is firm, with prices continuing around the 80c level for Bantam Crosby, although a few sales at 85 cents have been reported.

Canneries—Reports from up-State New York indicated that the Clinton Canning Co., one of the largest factors in the Central New York area, will not operate this year.

Seeman Bros.—Declared the regular quarterly dividend of 75 cents on the no par common stock, payable May 1 to holders of record April 15.

CHICAGO MARKET

By "OBSERVER."
Special Correspondent of "The Canning Trade."

Feeling That Food Market Will Improve—Changes Just Ahead—Tomatoes Holding Their Own—Should be a Drive on Better Grades of Corn—Low-Priced Peas About Gone—Soaked Peas Again Appear—National Cherry Week Moved a Lot of Fruit—Interest Slack in Grapefruit.

Chicago, Ill., March 17, 1932.

IMPROVEMENT EXPECTED—A fair tonnage continued to move in distributing channels here; the general feeling prevails that things will gradually improve through the food lines. Prices and profits are distressingly low but an optimistic spirit prevails and a general thankfulness is registered over every little sign of new life to business.

Some very powerful influences are at work toward adjusting the disjointed conditions in canned foods lines during recent years; some of these things only just beginning to take shape.

No one can afford to overlook the signs of changes just ahead.

Tomatoes—A steady grind of purchasing seems to be depleting stocks everywhere and at least a few packers who were pressing sales a few weeks ago are now sitting in a position with only a few unsold cars and they are very independent on their prices.

The 72½c Maryland, 75c Indiana, 65c Ozarks for No. 2 standard tomatoes about tells the story; No. 10 and No. 1 sizes are almost entirely off the market now in some localities.

Tomatoes is one of the items which seems to hold its own on volume regardless of price changes upward or downward with reason; and present sales reflect real consumer demand rather than extreme selling pressure by distributors as few of them own any surpluses at the old cost basis sufficiently to engage in any widespread drive.

Well posted dealers here predict some very keen interest in tomatoes before next pack is available but with the general holding back on all sorts of buying they do not dare to back up their own judgment and stock up ahead.

Corn—Prices continue at sorry levels and many canners are finding themselves forced to take what they can get. We not only hear of No. 2 standard corn in several states sold in the 50s; but very nice extra-standard brought into offering in the low 60s. The public does not seem to double up their consumption, however, in appreciation of such extraordinary values; there has been no time for many years when the stage has been so beautifully set for a concerted drive on better grades of corn. Here is a job for some super merchandiser in collaboration with the corn canners associations and their various counsellors.

Peas—Another weeks supply of cheap No. 2 standard Alaskas found somewhere in the back corners of factories has provided a small remaining reserve of peas in the 80s, but after next week with several of the most aggressive sellers quite cleaned up it is possible to see Wisconsin 87½ or 90c for standarls; some sellers may offer No. 3 sieve at that price but No. 4 sieve are just about all gone.

Meanwhile everybody continues to wonder what sort of an acreage is taking shape in Wisconsin for 1932. Unless bankers take a firm hand in this picture some excessive production is likely.

Spring seems to be opennig up in a very normal manner and we may reasonably expect an excellent growing year on such planting as are made.

Soaked Peas—This somewhat forgotten item is again making its appearance in spite of the legend required in labelling to distinguish it from fresh peas. General household economy; extra cheap prices, and advancing standard pea prices are all directing attention to it. Some really very palatable soaked peas are now on the market.

Raised Water Rates to Coast Assist Mid-Western Canners—On March 2nd rates from East Coast to Pacific Coast were changed as follows:

	Old Rate	New Rate
C. L.	25	45
L. C. L.	35	90

Iowa and Illinois standard corn had been suffering on Coast sales badly, as they faced about $1.00 rate all rail; however, with this increase in the water rate their disadvantage is lessened especially where they can get advantage of river to Gulf rates and thereby enjoy something like 77c to 80c rate.

R. S. P. Cherries—A few final sales at the demoralized basis recently described seem to have been made recently; but these cheaper goods now have been pretty well picked over and an abnormally low price should be regarded as a hint that quality should be watched doubly closely. Prime 1931 pack fruit is still so cheap that it cannot be replaced at the asking prices but with buyers in the saddle as they are at present their characteristic attitude is, of course, decidedly bearish against any advances.

National Cherry Week moved out a lot of fruit but there seems to have been some left over anyway. Meanwhile the cold weather is holding back any premature early budling and an adequate 1932 crop would seem to be in the making.

California Fruits—There is plenty of financial strength behind the holding interests now and they are not exhibiting much concern over the reduced sales at this time. They all realize that some selling drives could probably be stimulated by various means but apparently feel that it will be better to let the situation clear itself and bring at least a portion of the distributors into activity at the "peach control" levels; until that time things just seem to rock along on their own momentum and nobody trying to take on an undue share of the packers burdens.

Pineapple—Another small advance on No. 2½ Sliced has been registered by canners; this was expected in fact to be even greater than now indicated; no doubt with summer approaching and continued sales sustained another advance may soon show. Certainly pineapple is cheap enough.

On No. 10 Crushd in juice, packers are trying to help distributors engage larger attention from their consumer outlets; perhaps in some degree prompted by the excellent sales stimulated by National Cherry Week a few weeks ago.

Florida Grapefruit—The present pack is coming to a close; buying interest has been so slack that packers have only put up a small production this year; with only a very few weeks now left to operate no doubt the last minute buyers will crowd final production capacity to the limit.

Prices continue very low; $1.10 Florida for No. 2 strictly fancy, with occasional deals at $1.05 and sometimes at $1.00.

A little old crop (spring 1931) is still available in a few cities at even less than new crop; but on such goods buyers are turning them quickly, frequently under factory brands rather than their own house labels.

GULF STATES MARKET

By "BAYOU,"
Special Correspondent of "The Canning Trade."

Canned Shrimp Business Good—No Change in Prices—Canned Oysters Moving Steadily—Freezing Weather Handicaps Canners—Cold Weather Kills Young Vegetables.

Mobile, Ala., March 17, 1932.

SHRIMP—Both the raw and the canned shrimp business is good. Good in the way that any business is good nowadays. My idea of good business these days and times, is selling a reasonable amount of stuff at a small margin of profit and getting your money for it. This is all that is coming to us, then why expect more?

Many a business man is despondent and on the verge of a nervous breakdown, because he is only satisfied to do business the "Inflated" way and he goes up against a brick wall every time he attempts it.

Consumption and price of practically all commodities are at a low ebb and the whole machinery of production and sales are adjusted to low gear, therefore when we attempt to throw it in high gear, machinery chokes and stops.

One consolation is that everybody is in the same fix as we are and no one will pass us on the highway of business. Even if they do, they won't go far ahead of us before their engine will stop on them and we will catch up and pass them.

Nearly every man in business today has trimmed the corners of his payroll and his overhead to where he can peg along with a small volume of business and if he will do that and do it well, he will win out.

Let's don't spend most of our time dreaming of what we could do with ten or fifty thousand dollars in our business. We haven't got it and we can't get it, so why not devote more of our thoughts, energy and time to working out our problems with what we have, as this is the only thing that we can depend on to pull us through?

It's all right to plan in a big way when planning counts for something, but conditions are such now that it does not take much planning to cover the whole situation and even then we have plenty time left to watch and work our little business and for recreation, too.

Last, but not least, we can take comfort in the fact that there are very few individuals in this world that have not tasted of the cup of bitterness in this depression and as we are so much better off than many, it becomes our duty to render material assistance (not sympathy(to those that are less fortunate than we.

The Mississippi Sea Food Commission adopted a rule this year similar to the rule adopted by the Louisiana Conservation Commission which prohibits the catching or the possession of shrimp in larger quantities than one-half barrel, from February 10th to March 15th.

This rule is intended to stop the fishermen from giving the excuse that the shrimp they sold were caught three miles off shore in the Gulf of Mexico and which is outside of the jurisdiction of the State. It is doubtful if this ruling was strictly enforced by either the states of Mississippi or Louisiana this season, due to the unemployment situation.

The price of canned shrimp is $1.10 per dozen for No. 1 medium and $1.25 per dozen for No. 1 large, f. o. b. cannery.

Oysters—Holy Week this year is from March 20th to March 26th and after that the season of Lent for 1932 is history.

That Lent this year has been a big help to the seafood business, goes without a doubt and it has stimulated the demand for cove oysters wonderfully. There were very few oysters canned this past week, because of the freezing bad weather that prevailed and the few steam oysters that were brought to the factories were disposed to the raw shippers, as there was no raw stock of oysters available all the week. The weather has greatly moderated now and the canning of oysters will be resumed as soon as raw material is available again. The price of cove oysters is 70c per dozen for 5-ounce cans and $1.40 per dozen for 10-ounce cans, f. o. b. factory.

Stringless Beans—The prolonged freezing cold spell we had here this past week destroyed all the young

beans of this section that had any kind of a growth to them and the only beans saved were those that were sprouting and that were covered over and thus protected. Even these, may not be altogether saved and it is reasonable to expect that it will delay the bean crop of this section at least thirty days.

The freeze has also destroyed the potato crop and also other crops of similar delicate nature.

This freeze, while apparently has done a great deal of damage to a great many of the crops planted, yet it may turn out to be a blessing in disguise to the farmers, because it has killed great masses of insects that would have been probably more destructive in a general way than the freeze.

CALIFORNIA MARKET

By "BERKELEY,"
Special Correspondent of "The Canning Trade."

Most Canners Have Followed Advance In Pineapple—Moving Stocks of Peas and Beans—Spinach Crop Ready—Very Little Futures Sold and Spinach Pack Will be Light—Tomatoes Cleaning Up—New Prices on Fruits for Salad.

San Francisco, March 17, 1932.

THE MARKET—A feature of the past week was the advance in Hawaiian pineapple prices in which most packers have taken part. This is the second upward revision since the sweeping reductions made last October, when prices were placed on the lowest level in history. As was the case in January, when prices on some grades were revised, the first announcement of an advance was made by the Hawaiian Pineapple Company, Ltd., with other packers quickly falling into line. The new prices are on No. 2½ fancy sliced, No. 2½ standard sliced, and No. 2½ broken slices, which are now on a basis of $1.50, $1.35 and $1.25, respectively. The advance, which had been anticipated, became effective immediately.

Vegetables—Packers are making efforts to move stocks of canned peas and string beans that have been lagging of late and some rather marked reductions in price have been made of late. Prices on a nationally advertised line of Early Garden Peas have been reduced 25 cents a dozen and cut string beans have also felt the knife, with prices reduced to a point where they can be sold at ten cents a can retail, which seems to be a popular price for canned vegetables.

Spinach—The warm weather experienced of late has brought spinach out with a rush and canning will be under way at once. Some of the smaller interests have been out with opening prices for some time and some of these are lower than the prices that have been prevailing for spot goods, interfering somewhat with sales of the latter. Very little future business has been placed, it is understood, the trade being a little confused with the wide variation in prices. The acreage devoted to spinach has been held down this year and the pack will prove a comparatively light one. The holdover pack from the series of flush years has about been moved and this should assist in getting the market on a better footing.

Tomatoes—While most grades of tomatoes are getting fairly well sold up and promise to be out of first hands before new pack goods are to be had, prices remain without change, although some of the minimum quotations are commencing to disappear. Solid pack is in very light supply and some withdrawals are being made. Puree, especially in No. 10s, is the one item on which there seems to be a surplus, and this is rather weakly held, with canners willing to make concessions to move stock.

Fruits For Salad—Canners have been making a drive on fruits-for-salad of late and prices have been running a wide range. Recently, efforts have been made to get together on more of a stable price basis and a new list has been brought out by some of the principal interests. This is on a lower basis than has been prevailing, but it cannot be said that it has greatly stimulated buying. Fancy fruits-for-salad are to be had at $1.35 for No. 1s, $1.90 for No. 2s, $2.35 for No. 2½s, and $8.25 for No. 10s. Some packers are holding stocks from 20 cents to 50 cents higher.

Increased Advertising—The Van Camp Sea Food Company, Inc., of Terminal Island, Cal., packers of White Star Tuna, has announced the largest newspaper advertising campaign in its history for 1932, the campaign to be handled by Emil Brisacher and Staff, of San Francisco and Los Angeles. White Star Tuna recently received the indorsement of the American Medical Association, this honor being won by the high quality of the product and the sanitary plant in which it is packed.

Notes—At a meeting of the board of directors of the Haiku Pineapple Company, Ltd., held at San Francisco, officers were elected as follows: President, W. H. B. Fowler; first vice-president, Joseph Durney; second vice-president, C. D. Lufkin; vice-president and manager, Hosmer Rolph; vice-president Sidney L. Schwartz; secretary and treasurer, Charles S. Skaife; assistant treasurer, James Cruickshank, and assistant secretary, M. C. Lighter.

Carl Whiteman, vice-president of General Foods Corp., in charge of sales planning and operations, and C. G. Mortimer, sales and advertising manager for a group of products controlled by the corporation, were recent visitors at San Francisco, Cal.

The Avalon Packing Company has leased a warehouse at Monterey, Cal., and will install a plant for the packing of small sardines and anchovies. Much of the pack will be made in glass.

The offices of the Sylmar Packing Corporation, packers of olives, have been moved to 458 Mission street, San Francisco, Cal.

The Drand Hart Company, Inc., 268 Market street, San Francisco, has added several new lines lately, including that of the Otoe Food Products Company, packers of fancy vegetables.

H. L. Howard, with Edgar L. Hurff, packer of tomato products, Swedboro, N. J., was a recent business visitor at San Francisco, Cal., making his headquarters with the firm's selling agents, the Lang & Stroh Co.

JAPANESE CANNED CRAB PRODUCTION

THE Canned Crab Association held a general meeting at the end of January and it was decided to produce 300,000 boxes of canned crab during this season, states Assistant Trade Commissioner H. B. Titus at Tokyo, Japan, in a report submitted to the Department of Commerce.

The floating canneries are to produce 180,350 boxes and the shore canneries 119,650 boxes.

FEDERAL REVISION OF TRADE PRACTICE RULES APPROVED BY GROCERS.

UNFAIR competitive practices were defined and condemned in the trade practice rules approved by the national grocery industry as finally revised by the Federal Trade Commission. The commission made several changes in the wording of the trade practice rules as well as other rearrangements.

The executive committee, representing the grocery trade in its conferences with the Trade Commission, announced following the release of the revised rules, that a meeting would be held shortly to place the revised rulings into active effect.

Final settlement of the matter was hailed with satisfaction among leaders in the grocery field, who said that the revisions made by the Federal Trade Commission and the conferring grocers' representatives made the list of rulings satisfactory to all concerned with the good of the trade.

The official statement of the commission issued to the grocery trade is as follows:

A trade practice conference for the grocery industry was held at the Hotel Sherman, in Chicago, October 24, 1928, under the direction of Commissioner C. W. Hunt, of the Feleral Trade Commission, assisted by M. Markham Flannery, director of trade practice conferences.

Over 700 persons were in attendance at this conference. Eighty-five per cent of the brokers, 85 per cent of the wholesale grocers, and 80 per cent of retail grocers were represented through associations and in person. No estimate could be readily obtained of the specialty manufacturers who were represented by associations and individuals. The chain stores did not actively participate in the conference, but a representative of the newly-organized chain store organization stated:

"We are a new organization and represent but a very small fraction of the chain store industry, the organization having been formed only two weeks ago and succeeding an old organization which was even less representative of the industry than this one, and for that reason, we do not feel that we should take part in this conference."

After a brief address by Commissioner Hunt, the Conference discussed and adopted 18 resolutions dealing with various trade or business practices. The commission, after consideration, has reworded some of these resolutions and has divided them into Group I and Group II. Those in Group I, the Commission has approved and those in Group II, the Commission has accepted as expressions of the trade.

The Commission has directed that notice be given that in referring to or quoting the trade practice conference rules, the form in which they appear in the Commission's Official Statement be followed with reference to wording, grouping, numbering and lettering.

RULES AS REVISED

Group I: Rule 1. The commission substituted and approved the following for Rule 1 (sub-division2), Group I, as published January 16, 1929:

"The secret payment or allowance of rebates, refunds, commissions, or unearned discounts, whether in the form of money or otherwise, or secretly extending to certain purchasers special services or privileges not extended to all purchasers under like terms and conditions, with the intent and with the effect of injuring a competitor and where the effect may be to substantially lessen competition or tend to create a monopoly or to unreasonably restrain trade, is an unfair trade practice."

Rule 2. The commission substituted and approved the following for Rule 1 (subdivision 3), Group I, as published January 16, 1929:

"Price discrimination in violation of section 2 of the Clayton Act is an unfair trade practice."

Rule 3. The commission substituted and approved the following for Rule 2, Group 1, as published January 16, 1929:

"The offering or giving of prizes, premiums or gifts in connection with the sale of grocery products, or as an inducement thereto, by any scheme which involves lottery, misrepresentation or fraud, is an unfair trade practice."

Rule 4. The commission substituted and approved the following for Rule 3, Group I, as published January 16, 1929:

"Commercial bribery is an unfair trade practice."

Rule 5. The commission, with slight modifications, approved Rule 4, Group I, as published January 16, 1929, reading:

"The making, causing or permitting to be made, or publishing, of any false, untrue, misleading or deceptive statement, by way of advertisement or otherwise, concerning the grade, quality, quantity, character, nature, origin, preparation or use of any grocery product is an unfair trade practice."

Rule 6. The commission, with slight modifications, approved Rule 5, Group I, as published January 16, 1929, reading:

"The use of deceptively slack-filled or deceptively shaped containers is an unfair trade practice."

Rule 7. The commission substituted and approved the following for Rule 6. Group I, as published January 16, 1929:

"Any joint trade action which purposes unlawfully to exclude any manufacturer. merchant or product from a market. or unlawfully to discriminate against any manufacturer, merchant or product in a market, whether by conspiracy, agreement, unjust and misleading propaganda for the purpose of influencing legislation or other public action, is an unfair trade practice."

Rule 8. The commission substituted and approved the following for Rule 7, Group I, as published January 16, 1929:

"The selling of goods below cost for the purpose of injuring a competitor, and where the effect may be to substantially lessen competition, is an unfair trade practice."

Group II. Rule A. The commission substituted and approved the following for subdivision (1) Rule 1, as published January 16, 1929:

"(a) The industry approves the practice of each individual member of the industry independently publishing and circulating to the purchasing trade its own price lists.

"(b) The industry approves the practice of making the terms of sale a part of all published price schedules.

Rule B. The commission substituted and approved the following for Rule8, Group II, as published January 16, 1929:

"Deceptive prices on certain temporarily selected brands of advertised food specialities or staple merchandise, in order to influence consumers, creates the false impression that competitors are exacting an unfair and unwarranted profit on all merchandise and is condemned by the industry."

Rule C. The commission accepted Rule 9, Group II, as published January 16, 1929, reading:

"The abuse of buying power to force uneconimic or unjust terms of sale upon sellers, and the abuse of selling power to force uneconomic or unjust terms of sales upon buyers, is condemned by the industry."

Rule D. The commission accepted Rule 10, Group II, as published January 16, 1929, reading:

"The practice of compelling the purchase of several, or a group of products, as a condition to the purchase of one or more of them, is condemned by the industry."

Rule E. The commission accepted Rule 11, Group II, as published January 16, 1929, reading:

"The failure of a wholesaler to fill orders accepted by him is condemned by the industry."

Rule F. The commission accepted Rule 12, Group II, as published January 16, 1929, reading:

"The failure of a wholesaler to accept the delivery of orders given by him is condemned by the industry."

Rule G. The commission substituted and approved the following for Rule 13, Group II, as published January 16, 1929:

"The practice of certain jobbers of sniping drop-shipment business from the legitimate wholesaler, who serves a useful purpose in the grocery trade to the manufacturer, the retailer and the consumer is condemned by the industry."

Rule H. The commission substituted and approved the following for Rule 14, Group II, as published January 16, 1929:

"Violation by either party, buyer or seller, of the agreement between them as to the discount for cash, is condemned by the industry."

Rule I. The commission substituted and approved the following for Rule 16, Group II, as published January 16, 1929:

"Free deals that injuriously affect wholesalers, retailers or consumers, are condemned by the industry."

Rule J. The commission accepted Rule 17, Group II, as published January 16, 1929, reading:

"The substitution by a wholesaler or a retailer of another product for the product ordered is condemned by the industry."

Rule K. The commission substituted and accepted the following for Rule 18, Group II, as published January 16, 1929:

"The industry recognizes as beneficial to the grocery trade the work of the duly qualified food broker, but condemns the practice of others than bona fide brokers acting in that capacity and receiving brokerage communications."

Rule L. The commission substituted and accepted the following for Rule 19, Group II, as published January 16, 1929:

"A committee on trade practices is hereby created to co-operate with the Federal Trade Commission and to perform such acts as may be proper to put these rules into effect."

CANNED FOOD PRICES

Prices given represent the *lowest* figure generally quoted for lots of wholesale size, usual terms f. o. b. Baltimore (unless otherwise noted) and subject to the customary discount for cash. Many canners get higher prices for their goods; some few may take less for a personal reason, but these prices represent the general market at this date.

Baltimore figures corrected by these Brokers: ‡Thomas J. Meehan & Co., *Howard E. Jones & Co., §Harry H. Mahool & Co.
New York prices corrected by our Special Correspondent. †In column headed "N. Y." indicates f. o. b. factory.

Canned Vegetables

	Balto.	N.Y.
ASPARAGUS* (California)		
White Mammoth, No. 2½	.....	3.75
Peeled, No. 2½	.....	.....
Large, No. 2½	.....	3.60
Peeled, No. 2½	.....	4.60
Medium, No. 2½	.....	3.25
Green Mammoth, No. 2½	.....	3.25
Medium, No. 2½	.....	.....
Small, No. 2½	.....	.....
Tips, White, Mammoth, No. 1 sq.	.....	3.50
Small, No. 1 sq.	.....	2.85
Green Mammoth, No. 1 sq.	.....	3.10
Small, No. 1 sq.	.....	2.70
BAKED BEANS‡		
16 oz.	.45	.....
No. 2½	.95	.....
No. 10	2.75	.....
BEANS‡		
Stringless Stand. Cut Green, No. 2	.60	.57½
Standard Cut Green, No. 10	3.50	3.00
Standard Whole Green, No. 2	.90	.95
Standard Cut Wax, No. 2	.65	.....
Standard Cut Wax, No. 10	3.50	.....
Red Kidney Standard, No. 2	.70	.....
Standard, No. 10	3.50	.....
LIMA BEANS‡ (F. O. B. Factory)		
No. 2 Tiny Green	1.40	1.50
No. 10	7.50	.....
No. 2 Medium Green	1.20	.....
No. 10	6.00	.....
No. 2, Green and White	.75	.....
No. 10	4.50	.....
No. 2, Fresh White	.60	.65
No. 10	3.50	.....
Soaked, No. 2	.70	.....
BEETS‡		
Baby, No. 2	1.40	.....
Whole, No. 2	1.10	.....
Whole, No. 3	1.10	.....
Whole, No. 10	3.50	4.00
Cut, No. 2	.75	.90
Cut, No. 10	2.85	.....
Diced, No. 10	3.75	.....
CARROTS‡		
Standard Sliced, No. 2	.75	.....
Sliced, No. 10	3.50	.....
Standard Diced, No. 2	.65	.....
Diced, No. 10	3.25	.....
CORN‡		
Golden Bantam, Fancy, No. 2	.....	.85
Extra Standard, No. 2	.....	.....
Extra Standard, No. 10	.....	.....
Shoepeg, Fancy, No. 2	.75	.....
Extra Standard, No. 2	.65	.....
Standard, No. 2	.60	.65
Standard, No. 10	.....	.....
Crushed, Fancy, No. 2	.80	.....
Extra Standard, No. 2	.65	.....
Standard, No. 2	.60	.60
Standard, No. 10	3.85	4.25
HOMINY‡		
Standard Split, No. 2	1.00	.....
Split, No. 10	3.00	.....
MIXED VEGETABLES‡		
Standard No. 2	.82½	.....
No. 10	4.25	.....
Fancy, No. 2	1.05	.....
No. 10	5.00	.....
OKRA AND TOMATOES‡		
Standard, No. 2	.75	.....
No. 10	.....	.....
PEAS‡		
Petit Pois, 1s	.70	.....
No. 2 Fancy Sweets, 2s	.....	1.65
No. 3 Fancy Sweets, 2s	.....	1.60
No. 4 Fancy Sweets, 2s	.....	1.25
No. 5 Fancy Sweets, 2s	.....	1.20
No. 5 Std. Sweets, 2s	.....	1.00
No. 4 Early June, 1s	.....	.85
No. 1 Std. Alaskas, 2s	1.20	.....
No. 2 Std. Alaskas, 2s	1.05	.....
No. 3 Std. Alaskas, 2s	.95	1.00
No. 4 Std. Alaskas, 2s	.90	1.05
No. 2 Std. Alaskas, 10s	.....	.....
No. 3 Std. Alaskas, 10s	5.25	5.25
No. 4 Std. Alaskas, 10s	5.00	5.00
PUMPKIN‡		
Standard, No. 2½	.90	†.90
No. 3	1.00	†.95
No. 10	3.00	†3.00

CANNED VEGETABLES—Continued

	Balto.	N.Y.
SAUER KRAUT‡		
Standard, No. 2	.....	.....
No. 2½	.80	.82½
No. 3	.85	.85
No. 10	2.55	2.65
SPINACH‡		
Standard, No. 2	.....	.75
No. 2½	1.10	.....
No. 3	1.25	1.15
No. 10	3.50	3.50
SUCCOTASH‡		
Standard Green Corn, Fresh Limas, No. 2	.90	.....
Standard Green Corn, Dried Limas, No. 2	.90	.....
(Triple) No. 2 (with tomatoes)	1.10	.....
SWEET POTATOES‡		
Standard, No. 2, F. O. B. factory	.80	.....
No. 2½	.85	.90
No. 3	1.00	.....
No. 10	3.00	3.00
TOMATOES‡		
Extra Standard, No. 1	.57½	.....
F. O. B. County	.55	.52½
No. 2	.85	.....
F. O. B. County	.80	.....
No. 3	1.25	.....
F. O. B. County	1.20	.....
No. 10	3.50	.....
F. O. B. County	3.40	.....
Standard, No. 1	.52½	.....
F. O. B. County	.52½	.....
No. 2	.75	.75
F. O. B. County	.72½	.....
No. 3	1.15	.....
F. O. B. County	1.12½	1.12½
No. 10	3.35	.....
F. O. B. County	3.20	3.25
TOMATO PUREE‡ (F. O. B. Factory)		
Standard, No. 1, Whole Stock	.50	.40½
No. 10, Whole Stock	.....	2.25
Standard, No. 1 Trimmings	.47½	.....
No. 10 Trimmings	.....	.....

Canned Fruits

	Balto.	N.Y.
APPLES* (F. O. B. Factory)		
Maine, No. 10	.....	.....
Michigan, No. 10	.....	.....
New York, No. 10	.....	.....
Pennsylvania, No. 10, water	2.90	.....
Pa., No. 3	.....	.....
Pa., No. 10, solid pack	3.50	.....
APRICOTS* (California)		
Standard, No. 2½	1.60	1.40
Choice, No. 2½	1.80	1.65
Fancy, No. 2½	.....	.....
BLACKBERRIES*		
Standard, No. 2	.....	.....
No. 3	.....	.....
No. 10, water	4.00	.....
No. 2, Preserved	.....	.....
No. 2, in Syrup	.....	.....
BLUEBERRIES*		
Maine, No. 2	.....	1.60
No. 10	5.50	4.50
CHERRIES*		
Standard Red, Water, No. 2	.....	.....
White Syrup, No. 2	.....	.....
Extra Preserved, No. 2	.....	.....
N. Y. Fancy, Red Pitted, No. 10	4.50	.....
California Standard, 2½	.....	1.90
Choice, No. 2½	.....	2.25
Fancy, No. 2½	.....	2.50
GOOSEBERRIES*		
Standard No. 2	.....	.....
No. 10	.....	.....
GRAPE FRUIT*		
8 oz.	.55	.....
No. 2	1.10	1.00
No. 5	3.30	4.25
No. 1 Juice	.65	.....
No. 5 Juice	3.25	.....
PEARS*		
Standards, Keifer No. 2, in syrup	1.00	.....
Fancy, No. 2½	1.50	.....
California Bartletts, Standard 2½	2.40	1.75
Fancy	.....	2.15
Choice	2.75	1.95
Standard No. 10	6.50	6.25

CANNED FRUITS—Continued

	Balto.	N.Y.
PEACHES*		
California Standard, No. 2½, Y. C.	1.40	1.40
Choice, No. 2½, Y. C.	1.70	1.55
Fancy, No. 2½, Y. C.	.....	.....
Extra Sliced Yellow, No. 1	.90	.....
Seconds, Yellow, No. 3	.....	.....
Pies, Unpeeled, No. 3	.....	.....
Peeled, No. 10	4.25	.....
PINEAPPLE*		
Hawaiian Sliced, Extra, No. 2½	1.60	1.45
Sliced Standard, No. 2½	1.45	1.30
Sliced, Extra, No. 2	.....	1.15
Sliced Standard, No. 2	.....	1.00
Shredded, Syrup, No. 10	.....	.....
Crushed, Extra, No. 10	4.25	4.25
Eastern Pie, Water, No. 10	.....	.....
Porto Rico No. 10	.....	.....
RASPBERRIES*		
Black Water, No. 2	.....	.....
Red, Water, No. 2	.....	.....
Black, Syrup, No. 2	.....	.....
Red, Syrup, No. 2	.....	.....
Red, Water, No. 10	.....	.....
STRAWBERRIES‡		
Preserved, No. 1	.....	.....
Preserved, No. 2	.....	.....
Extra, Preserved, No. 1	.....	.....
Extra, Preserved, No. 2	.....	.....
Standard Water, No. 10	.....	.....
FRUITS FOR SALAD*		
Fancy, No. 2½	2.50	.....
No. 10s	9.50	.....

Canned Fish

HERRING ROE*		
10 oz.	.75	.....
17 oz.	.85	.....
19 oz.	1.00	.....
LOBSTER*		
Flats, 1-lb. cases, 4 doz.	.....	.....
½-lb. cases, 4 doz.	.....	3.25
¼-lb. cases, 4 doz.	.....	1.60
OYSTERS*		
Standards, 4 oz.	.....	.....
5 oz.	1.00	†1.10
8 oz.	.....	.....
10 oz.	2.00	†2.20
Selects, 6 oz.	2.25	.....
SALMON§		
Red Alaskas, Tall, No. 1	2.45	2.35
Flat, No. ½	1.70	.....
Cohoes, Tall, No. 1	1.85	.....
Flat, No. 1	.....	.....
Flat, No. ½	.....	.....
Pink, Tall, No. ½	.80	.85
Pink, Tall, No. 1	.97½	.....
Sockeye Flat, No. 1	3.35	.....
Flat, No. ½	.75	.....
Chums, Tall	.92½	.97½
Medium, Red, Tall	1.42½	.....
SHRIMPS§		
Dry, No. 1	1.40	.....
Wet, No. 1, Large	1.25	1.00
SARDINES§ (Domestic), per case		
¼ Oil, keyless	.....	†3.15
¼ Oil, keys	.....	†3.30
¼ Oil, Tomato, Carton	.....	†4.20
¼ Oil, carton	.....	†4.20
¼ Mustard, Keyless	.....	†3.20
¾ Mustard, Keyless	.....	†3.00
California Oval, No. 1, 48's	3.00	†2.95
TUNA FISH§ (California), per case		
White, ½s	7.30	8.50
White, 1s	13.65	13.00
Blue Fin, ½	.....	6.75
Blue Fin, 1s	.....	12.50
Striped, ¼s	3.90	.....
Striped, ½s	5.00	6.25
Striped, 1s	8.25	11.50
Yellow, ¼s, Fancy	4.65	.....
Yellows, ½s, Fancy	7.30	6.50
Yellow, 1s	13.65	12.50

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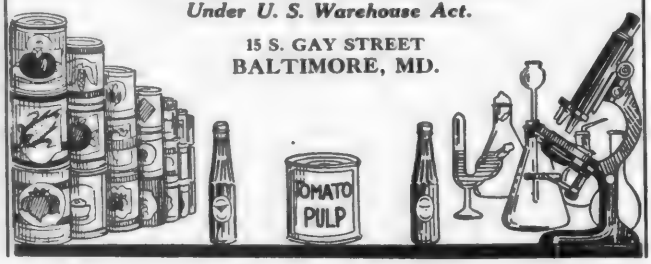

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SMILE AWHILE

There is a saving grace in a sense of humor.
Relax your mind—and your body. You'll be better mentally, physically—and financially.
SEND IN YOUR CONTRIBUTION.
All are welcome.

KNOWS HER CHRONOLOGY

Street Car Conductor: "How old are you, my little girl?"

Little Boston Girl: "If the corporation doesn't object, I'd prefer to pay full fare and keep my own statistics."

HOW ABOUT THE GOLDFISH?

Mistress: "Mary, I hope you have taken good care of my pets while I have been away."

Mary: "Indeed, I have, ma'am. Only once did I forget to feed the cat."

Mistress: "I hope she didn't suffer."

Mary: "Oh, no, ma'am. She ate the canary and the parrot."

"Folks," said the colored minister, "the subject of my sermon dis evenin' am 'Liars.' How many in de congregation has done read the 69th chapter of Matthew?"

Nearly every hand in the audience was raised immediately.

"Dat's right," replied his reverence. "You is just de folks I want to preach to. Dere is no 69th chapter ob Matthew."

UNDERWORLD ON TOP

The influence of gangster films has shown its effect, not only upon the youngsters but adults as well.

Take the case of the school-teacher who absent-mindedly barked: "Stick 'em up!" when he wanted those members of the class who knew the answer to signify in the usual way.

AND FATHER SHUT UP

Angry Father (at 5 A. M.): "Well, young lady, explain yourself. Where have you been all night?"

Flapper Daughter: "Oh, daddy, dear, I was sitting up with the sick son of the sick man you are always telling mother you sit up with."

ACTOR'S REWARD

Actor (to colleague): "What delightfully cold weather, Laddie. We're sure to get some good applause today from the unreserved parts of the house, while they're getting their hands and feet warm!"

DECIMAL SYSTEM

He: "There are several things I can always count on."

She: "What are they?"

He: "My fingers."

JOHNNY ON THE SPOT

Girl (spurning suitor): "I wouldn't leave my happy home for any man."

Youth (brightly): "All right, we'll live here."

WHERE TO BUY

—— the Machinery and Supplies you need, and the Leading Houses that supply them. Consult the advertisements for details.

ADJUSTER, for Chain Devices.

Hamachek Mach. Co., Kewaunee, Wis.

Apple Paring Machines. See Paring Mach.

ASPARAGUS MACHINERY.

Burton Cook & Co., Rome, N. Y.

BEAN CUTTERS, Stringless.

Burton Cook & Co., Rome, N. Y.

BEAN SNIPERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.

BEET MACHINERY.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.

Baskets, Wire, Scalding, Pickling, etc. See Cannery Supplies.

BEETS, Carrier, Rubber, Wire, Etc.

Berlin-Chapman Co., Berlin, Wis.
La Porte Mat and Mfg. Co., La Porte, Ind.

Bean Cleaners. See Clean and Grad. Mach.

Beans, Dried. See Pea and Bean Seed.

BLANCHERS, Vegetable and Fruit.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Blowers, Pressure. See Pumps.

BOILERS AND ENGINES, Steam.

Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Slaysman & Co., Baltimore.

BOOKS, on Canning, Formula, Etc.

A Complete Course in Canning.
How to Buy and Sell Canned Foods.
A History of the Canning Industry.
The Almanac of the Canning Industry.
All published by The Canning Trade, Baltimore.

Bottle Caps. See Caps.

Bottle Cases, Wood. See Boxes, Crates.

Bottle Corking Machines. See Bottlers Mchy.

BOTTLERS' MACHINERY.

Ayars Mach. Co., Salem, N. J.

BOXES, Corrugated Paper.

Hinde & Dauch Paper Co., Sandusky, O.

BOX (Corrugated) SEALING MACHINES.

A. K. Robins & Co., Inc., Baltmire.

Boxes, Corrugated Paper. See Cor. Paper Prod.

BOXES, Lug, Field, Metal.

Berlin-Chapman Co., Berlin, Wis.

BOXING MACHINES.

BROKERS.

Phillips Sales Co., Cambridge, Md.

Buckets and Pails, Fiber. See Corr. Paper Products.

Buckets and Pails, Metal. See Enameled Buckets.

Buckets, Wood. See Cannery Supplies.

BURNERS, Oil, Gas Gasoline, Etc.

A. K. Robins & Co., Ins., Baltimore.

BY-PRODUCTS, Machinery.

Edw. Renneburg & Sons Co., Baltimore.

Cabbage Machinery. See Kraut Mchy.

CANNERS, Fruits and Vegetables, Etc.

California Packing Corp., San Francisco.

CAN COUNTERS.

Ayars Mach. Co., Salem, N. J.

Can Conveyors. See Conveyors and Carriers.

Can Fillers. See Filling Machines.

CAN MAKERS' MACHINERY.

E. W. Bliss & Co., Brooklyn, N. Y.
Cameron Can Mchy. Co., Chicago.
Slaysman & Co., Baltimore.

Can Markers. See Stampers and Markers.

CANS, Tin, All Kinds.

American Can Co., New York City.
Continental Can Co., New York City.
Heekin Can Co., Cincinnati, O.
Metal Package Corp., New York-Baltimore.
Phelps Can Co., Baltimore.
Phillips Can Co., Cambridge, Md.

CAN WASHING MACHINES.

Hansen Cang. Mchy. Corp., Cedarburg, Wis.

CANNERY SUPPLIES.

Ayars ach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Slaysman & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Can Stampers. See Stampers and Markers.

CAPPING MACHINES, Soldering.

Ayars Mach. Co., Salem, N. J.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Capping Steels, Soldering. See Cannery Sup.

CARRIERS AND CONVEYORS, Gravity.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Cartons. See Corrugated Paper Products.

Catsup Machinery. For the preparatory work: see Pulp Mchy; for bottling: see Bot. Mchy.

Chain Belt Conveyors. See Conveyors.

Chain for Elevating, Conveying. See Conveyors.

Checks, Employers' Time. See Stencils.

Chutes, Graviety, Spiral. See Carriers.

CLEANING AND GRADING MACHY., Fruit.

Berlin-Chapman Co., Berlin Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Cleaning and Washing Machines, Bottle. See Bottlers' Machinery.

Cleaning Machines, Can. See Can Washers.

CLOCKS, Process Time.

Ayars Mach. Co., Salem, N. J.
Sprague-Sells Corp., Hoopeston, Ill.

CLOSING MACHINES, Open Top Cans.

E. W. Bliss & Co., Brooklyn, N. Y.
Cameron Can Mchy. Co., Chicago, Ill.
Slaysman & Co., Baltimore.

Coils, Copper. See Copper Coils.

Condensed Milk Canning Machinery. See Milk Condensing Machinery.

CONVEYORS AND CARRIERS, Canners.

Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
A. K. Robins & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

COOKERS, Continuous, Agitating.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Sprague-Sells Corp., Hoopeston, Ill.

Cookers, Retort. See Kettles, Process.

COOLERS, Continuous.

Berlin-Chapman Co., Berlin, Wis.
Sprague-Sells Corp., Hoopeston, Ill.

COPPER COILS, for Tanks.

Berlin-Chapman Co., Berlin, Wis.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Copper Jacketed Kettles. See Kettles, Copper.

CORN COOKER-FILLERS.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
Morral Bros., Morral, Ohio.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

CORN CUTTERS.

Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
Morral Bros., Morral, Ohio.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

CORN SHAKERS.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.

CORN HUSKERS AND SILKERS.

Berlin-Chapman Co., Berlin, Wis.
Morral Bros., M rral, Ohio.
Sprague-Sells Corp., Hoopeston, Ill.

Corn Mixers and Agitators. See Corn Cooker Fillers.

CORRUGATED FIBRE SHIPPING CASES.

Hinde & Dauch Paper Co., Sandusky, O.

CORRUGATED PAPER PRODUCTS (Boxes, Bottle Wrappers, Etc.).

Hinde & Dauch Paper Co., Sandusky, O.
U. S. Prt. & Litho. Co., Cincinnati, O.

Counters. See Can Counters.

Countershafts. See Speed Reg. Devices.

CRANES AND CARRYING MACHINES.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

CRATES, Iron Process.

Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

Cutters, Corn. See Corn Cutters .
Cutters, Kraut. See Kraut Machinery.
Cutters, String Bean. See String Bean Mchy.

CUTTERS, Vegetable, Mincemeat, Etc.

Burton, Cook & Co., Rome, N. Y.

CULTURES, Inoculation.

Straburger & Siegel, Baltimore.

DECORATED TIN (or Cans, Caps, Etc.).

American Can Co., New York City.
Continental Can Co., New York City.

Dies, Can. See Can Makers' Mchy.

Double Seaming Machines. See Closing Mach.

DRYERS, Drying Machinery.

Edw. Renneburg & Sons Co., Baltimore.
Slaysman & Co., Baltimore.

Employers' Time Checks. See Stencils.

ENAMELED BUCKETS, PAILS, Etc.

F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Engines, Steam. See Boilers and Engines.

Enamel-Lined Kettles. See Tanks.

EVAPORATING MACHINERY.

Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.

EXHAUST BOXES.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

Factory Stools. See Stools.

Factory Supplies. See Cannery Supplies.

FACTORY TRUCKS.

Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

FIBRE CONTAINERS for Food(not hermetically sealed).

American Can Co., New York City.
Continental Can Co., New York City.
U. S. Prt. & Litho. Co., Cincinnati, Ohio.

FIBRE PRODUCTS, Boxes, Boxboards, Etc.

Hinde & Dauch Paper Co., Sandusky, O.
U. S. Printing & Litho. Co., Cincinnati, Ohio.

Fillers and Cookers. See Corn Cooker-Fillers.

Filling Machines, Bottles. See Bottlers' Mchy.

FILLING MACHINES, Can.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Filling Machine, Syrup. See Syruping Mach.

WHERE TO BUY---*Continued*

FINANCING AND WAREHOUSING.

Guardian Warehousing Co., Chicago.

FINISHING MACHINES, Catsup, Etc.

F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Friction Top Cans. See Cans, Tin.
Fruit Graders. See Clean. & Grad. Mchy., Fruit.
Fruit Parers. See Paring Machines.
Fruit Presses. See Cider Makers' Machinery.
Gasoline Firepots. See Cannery Supplies.

GENERAL AGENTS for Machinery Mfrs.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.

Generators, Electric. See Motors.

GLASS-LINED TANKS.

Sprague-Sells Corp., Hoopeston, Ill.

Governors, Steam. See Power Plant Equipment.
Gravity Carriers. See Carriers and Conveyors.
Green Corn Huskers. See Corn Huskers.
Green Pea Cleaners. See Clean. and Grad. Mchy.
Hoisting and Carrying Machines. See Cranes.
Hullers and Viners. See Pea Hullers.
Huskers and Silkers. See Corn Huskers.

INOCULATION, for Peas, Etc.

Strasburger & Siegel, Baltimore.

INSURANCE, Canners.

Canners' Exchange, Lansing B. Warner, Chicago.

Jacketed Kettles. See Kettles, Copper.

JACKETED PANS, Steam.

F. H. Langsenkamp Co., Indianapolis, Ind.
Sprague-Sells Corp., Hoopeston, Ill.

KETTLES, Copper, Plain or Jacketed.

A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Kettles, Enameled. See Tanks, Glass-Lined.

KETTLES, Process.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

KNIVES, Miscellaneous.

A. K. Robins & Co., Inc., Baltimore.

KRAUT CUTTERS.

A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

KRAUT MACHINERY.

Hansen Cang. Mchy. Corp., Cedarburg, Wis.

LABELING MACHINES.

Morral Bros., Morral, Ohio.
Sprague-Sells Corp., Hoopeston, Ill.
Westminster Mach. Works, Westminster, Md.

LABEL MANUFACTURERS.

Gamse Litho Co., Baltimore, Md.
R. J. Kittredge & Co., Chicago.
National Color Printing Co., Baltimore, Md.
Simpson & Doeller Co., Baltimore.
U. S. Printing and Litho. Co., Cincinnati.

LABORATORIES, for Analyses of Goods, Etc.

National Canners Assn., Washington, D. C.
Strasburger & Siegel, Baltimore.

Markers, Can. See Stampers and Markers.
Marmalades, Machinery. See Pulp Machinery.

MILK CONDENSING AND CANNING MCHY.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.

Molasses Filling Machines. See Filling Mach.

OYSTER CANNERS' MACHINERY.

Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

Packers' Cans. See Cans.

Pails, Tubs, etc., Fibre. See Fibre Cont.

Paper Boxes. See Currog. Paper Products.

PARING MACHINES.

Sinclair-Scott Co., Baltimore.

PASTE, CANNERS'.

A. K. Robins & Co., Inc., Baltimore.

PEA AND BEAN SEED.

Associated Seed Growers, Inc., New Haven, Conn.
Gallatin Valley Seed Co., Bozeman, Mont.
D. Landreth Seed Co., Bristol, Pa.
J. B. Rice Seed Co., Cambridge, N. Y.
Rogers Bros. Seed Co., Chicago.

PEA CANNERS' MACHINERY.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
Continental Seed Co., Toledo, Ohio.
F. Hamachek Mach. Co., Kewaunee, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

PEA HULLERS AND VINERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.
F. Hamachek Mach. Co., Kewaunee, Wis.

PEA VINE FEEDERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.
F. Hamachek Mach. Co., Kewaunee, Wis.

PECTIN, Apple, Powdered.

Speas Mfg. Co., Kansas City, Mo.

PEELING KNIVES.

A. K. Robins & Co., Inc., Baltimore.

Peach and Cherry Pitters. See Fruit Pitters.

PEELING MACHINES.

A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.

PEELING TABLES, Continuous.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Perforated Sheet Metal. See Sieves and Screens.

Picking Boxes, Baskets, Etc. See Baskets.

Picking Belts and Tables. See Pea Can. Mchy.

PINEAPPLE MACHINERY.

Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

Platform and Wagon Scales. See Scales.

Picking Belts and Tables. See Pea Machinery.

Power Presses. See Can Makers' Machinery.

Power Transmission Machinery. See Power Plant Equipment.

PRESERVERS' MACHINERY.

F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

PULP MACHINERY.

Berlin-Chapman Co., Berlin, Wis.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

PUMPS, Air, Water, Brine, Syrup.

A. K. Robins & Co., Inc., Baltimore.
Slayman & Co., Baltimore.

Retort Crates. See Kettles, Process.

Rubber Stamps. See Stencils.

Saccharometers (syrup testers). See Cany. Sup.

SALT DISTRIBUTINIG MACHINE.

F. H. Langsenkamp Co., Indianapolis, Ind.

SEALING MACHINES, Box.

A. K. Robins & Co., Inc., Baltimore.

Sanitary (open top) Cans. See Cans.

Sardine Knives and Scissors. See Knives.

SCALDERS, Tomato, Etc.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Scalding and Picking Baskets. See Baskets.
Sealing Machines, Bottles. See Bottlers' Mchy.

SEEDS, Canners', All Varieties.

Associated Seed Growers, Inc., New Haven, Conn.
Continental Seed Co., Toledo, Ohio.
Gallatin Valley Seed Co., Bozman, Mont.
D. Landreth Seed Co., Bristol, Pa.
J. B. Rice Seed Co., Cambridge, N. Y.
Rogers Bros. Seed Co., Chicago.

Separators. See Pea Canning Mchy.
Sealing Machines, Cans. See Closing Machines.

SHEET METAL WORKING MACHINERY.

E. W. Bliss & Co., Brooklyn, N. Y.
Cameron Can Mchy. Co., Chicago, Ill.
Slaysman & Co., Baltimore.

SEIVES AND SCREENS.

F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.

SILKING MACHINES, Corp.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Sorters, Peas. See Cleaning and Grading Mchy.

SPEED REGULATING DEVICES (for Machines, Belt Drives, etc.).

Berlin-Chapman Co., Berlin, Wis.
Sinclair-Scott Co., Baltimore.

Supply House and General Agents. See General Agents.

STAMPERS AND MARKERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.

Steam Jacketed Kettles. See Kettles.
Steam Retorts. See Kettles, Process.

STENCILS, Marking Pots and Brushes, Brass Checks, Rubber and Steel Type, Burning Brands, Etc.

A. K. Robins & Co., Inc., Baltimore.

STIRRERS FOR KETTLES.

F. H. Langsenkamp Co., Indianapolis, Ind.
Sprague-Sells Corp., Hoopeston, Ill.

STRING BEAN MACHINERY.

Berlin-Chapman Co., Berlin, Wis.
Burton Cook & Co., Rome, N. Y.
Chisholm-Ryder Co., Niagara Falls, N. Y.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

SYRUPING MACHINES.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
E. J. Judge, Alameda, Calif.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Tables, Pickling. See Canners' Machinery.

TANKS, Metal.

Berlin-Chapman Co., Berlin, Wis.
Slaysman & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

TANKS, Glass Lined, Steel.

Sprague-Sells Corp., Hoopeston, Ill.

TANKS, Wooden.

Sprague-Sells Corp., Hoopeston, Ill.

Testers, Can. See Can Makers' Machinery.
Ticket Punches. See Stencils.

TOMATO CANNING MACHINERY.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
F. H. Langsenkamp Co., Indianapolis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

TOMATO PEELING MACHINE.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.

TOMATO WASHERS.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Variable Speed Countershafts. See Speed Reg

VEGETABLE CUTTERS.

Burton Cook & Co., Rome, N. Y.

VINERS AND HULLERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.
Frank Hamachek Mach. Co., Kewaunee, Wis.

WAREHOUSING AND FINANCING.

Guardian Warehousing Co., Chicago.

Washers, Bottles. See Bottlers' Machinery.

WASHERS, Can and Jar.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarbug, Wis.
A. K. Robins & Co., Inc., Baltimore.

WASHERS, Fruit, Vegetables.

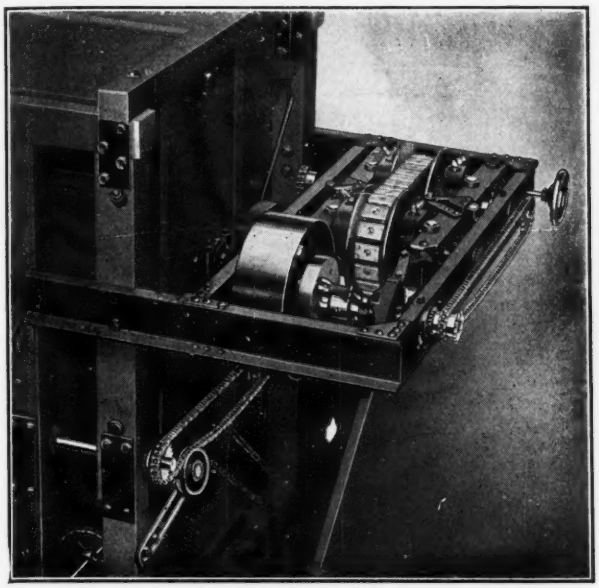
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Washing and Scalding Baskets. See Baskets.

Windmills and Water Supply System. See Tanks, Wood.

WRAPPERS, Corrugated, Bottle.

Hinde & Dauch Paper Co., Sandusky, O.



1928 MODEL VINER

MAXIMUM CAPACITY AT ALL BEATER SPEEDS

CONSTANT speed drive to *REEL* thru roller chain and live travellers mounted on *TIMKEN BEARING SHAFTS.*

VARIABLE speed drive to *BEATER CYLINDER ONLY*

Patented March 15, 1928
(REEVES Transmission)

CHISHOLM-RYDER COMPANY, Incorporated
NIAGARA FALLS, N. Y.

MANUFACTURERS OF

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Green Pea Feeders
Green Bean Graders
Green Bean Cleaners
Green Bean Snippers
Conveyors
Can Markers
Lift Trucks

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A. K. ROBINS & CO., INC.
Baltimore, Md.

BROWN BOGGS FOUNDRY & MACHINERY COMPANY, Ltd.
Hamilton, Ontario

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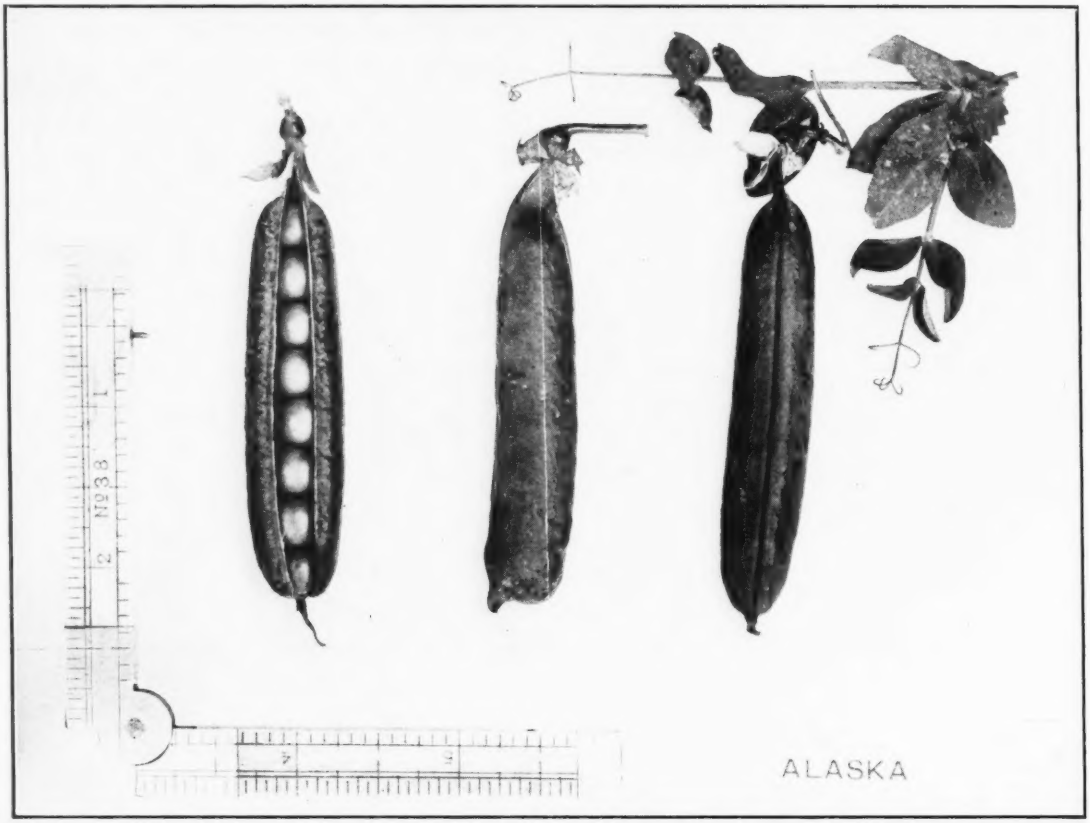
LABELS
CHICAGO

DEPENDABLE SEED

is the foundation of

QUALITY PRODUCT in the CAN



Alaska Peas

From the beginning of the canning of Peas the *ALASKA* has been used in larger volume than any other variety. Consequently we are devoting constant effort to the development of better and still better strains. In the vital factors of *Pod size, number* of *Peas per Pod,* and *Number* of *Pods* per *Vine Ready* for *Canning* at a *Given* Day, our stock is a *Leader.*

More than 1000 acres are devoted to Breeding Ground operations to insure continuous Pedigreed Lines of parent stocks of all kinds of seed that *Canners* use.

ASSOCIATED STOCKS ARE KNOWN FOR QUALITY

WE SOLICIT YOUR ORDERS FOR 1932 PLANTING OR UNDER FUTURE CONTRACT

Associated Seed Growers, Inc.

Consolidating

The Everett B. Clark Seed Co. N. B. Keeney & Son, Inc. John H. Allan Seed Co.

Breeders and Wholesale Growers

New Haven, Connecticut

BRANCH WAREHOUSES LOCATED FOR CONVENIENT DISTRIBUTION AT MINIMUM TRANSPORTATION COST.